



# Cherry Valley Public Library

## Strategic Plan 2023-2025

### Vision Statement

The Cherry Valley Public Library is the heart of our community!

### Mission Statement

A place for everyone to gather, read, learn, create and connect.

### Core Values

- Lifelong Learning
- Reading and Literacy
- Connections
- Integrity and Stewardship

The Cherry Valley Public Library serves our community through engaging programs, diverse collections, exceptional services, and the latest technologies.

### Goals

Based on feedback from survey responses, community listening sessions, and input from staff and board members, the following items were identified as focus areas and will guide the direction and goals for the library over the next three years.

#### **Goal 1: Marketing and Awareness – “Shout it from the rooftops”**

Refresh and rededicate our marketing efforts to promote library programs, services and collections to increase program attendance 5% annually.

#### **Objectives:**

- Train staff to promote our brand through word of mouth advertising.
  - Provide staff opportunities to share their knowledge of library programs and services on a consistent basis to promote all that we have to offer.
  - Hold quarterly programming meetings to inform staff of upcoming events.
  - Post monthly “Did you know?” program/service updates in the staff lounge.
- Use social media to reach all audiences.
  - Determine format and frequency of social media posts to reach as many people as possible. Measure outcomes through views, comments, followers, etc.
  - Daily Facebook posts
  - Daily Instagram posts
  - Weekly Tik Tok videos
- Explore communication formats to engage our public.

- Utilize print newsletters, flyers, book marks, posters, etc. as well as e-mails, podcasts, and blogs to keep the public informed.
  - Distribute a quarterly print newsletter
  - Establish a “This Week at the Library” feature on our website
  - Send a weekly constant contact e-mail
  - Determine feasibility of weekly podcast and blog and assign to staff
- Initiate marketing to schools, churches and community organizations to increase library awareness.
  - Share library information monthly to RPS 205 students through Peachjar, distribute flyers to area businesses and organizations, and promote library events through Village of Cherry Valley channels.
  - Distribute a monthly electronic flyer to RPS 205 students highlighting programs.
  - Provide monthly calendar of events or flyers to local businesses.
  - Promote large events (i.e. Scarecrows on Parade, Summer Reading Program, Mini-Golf, and Scavenger Hunt) on village’s electronic sign and through their channels.
- Develop a budget to utilize local media advertising.
  - Create an advertising plan to include television, newspaper, and radio spots.
  - Determine yearly spending on Facebook ads, television and radio spots, billboards, and print ads.

## **Goal 2: Community Involvement – “Creating the perfect partnerships”**

Renew partnerships and revitalize outreach to local organizations, schools and businesses to increase our outreach statistics 10% over the next three years.

### **Objectives:**

- Encourage staff to participate in community-wide events.
  - Staff members are the face of our organization and need to be seen not just inside the library but outside as well.
  - All staff members must attend one community event of their choosing annually.
  - The Library Director and Public Service managers must serve on one community-wide committee (i.e. Rotary, Recreational board, etc.)
- Strengthen relationships with area schools (pre-schools to universities).
  - Develop relationships with academic institutions to determine how partnerships can be mutually beneficial.
  - The Library Director, Public Service managers, and programming staff will be assigned schools to work with to implement library services at each.
- Establish services to area assisted living facilities and nursing homes.
  - Reach out to individuals who may have transportation, mobility and health concerns that prevent them from visiting the library.
  - Adult Service staff will identify and establish on-going library services to these individuals.

- Collaborate with local non-profits to provide more services and learning opportunities to the public.
  - Create partnerships with experts in their fields who can provide services and programs that we cannot (i.e. AARP tax preparations, amateur astronomers club, etc.)
    - The Communications Coordinator and Library Director will create and distribute a “How Can We Help” brochure to local non-profit agencies.
- Form partnerships with local businesses.
  - Utilize local businesses for programs, marketing opportunities and fundraising.
    - The Communications Coordinator and Library Director will create and distribute a Welcome Packet to all new businesses in the area.
    - The library will use local businesses and vendors for projects and programs when it aligns with our budget.

### **Goal #3: Third Space – “If you build it, they will come”**

Re-envision library spaces where people can gather to learn, relax, exchange ideas, and build relationships while increasing library visits 5% annually.

#### **Objectives:**

- Provide on-going customer service training to staff.
  - Create an atmosphere where staff continue to make everyone welcome.
    - Include a customer service component at the yearly all-staff meeting.
    - Recognize and reward excellent customer service at employee’s annual review.
- Re-design the tween/teen space.
  - Make a unique area where tweens/teens can gather to use library materials, participate in programs and explore technology.
    - Respond to the changing needs of tween/teen users and update the Teen Zone as needed.
- Maintain and update facilities, as needed.
  - Establish short-term and long-range plans for keeping the building and grounds in top condition.
    - Establish a robust budget for maintaining and improving library facilities.
- Utilize outdoor spaces for programs.
  - Develop programs around our outdoor spaces (i.e. gardening, identifying native plants, etc.)
    - Expand outdoor programs 10% over the next three years by utilizing the Steve Appel Pavilion.
- Explore the possibility of a makerspace and the feasibility of a coffee bar.
  - Research and develop plans for additional building amenities.
    - Reach out to libraries with makerspaces and cafes to learn the pros and cons of adding these amenities.
    - Work with local vendors and agencies to establish these spaces within the library.