



Winnetka
Northfield
Public Library
District

STRATEGIC PLAN OVERVIEW 2021–2024

MISSION

The Winnetka-Northfield Public Library District is a community resource for the advancement of knowledge, and a provider of innovative and informative cultural enrichment for all ages.

VISION

We aspire to be a recognized leader and collaborative partner within our communities, and an innovator in library best practices.

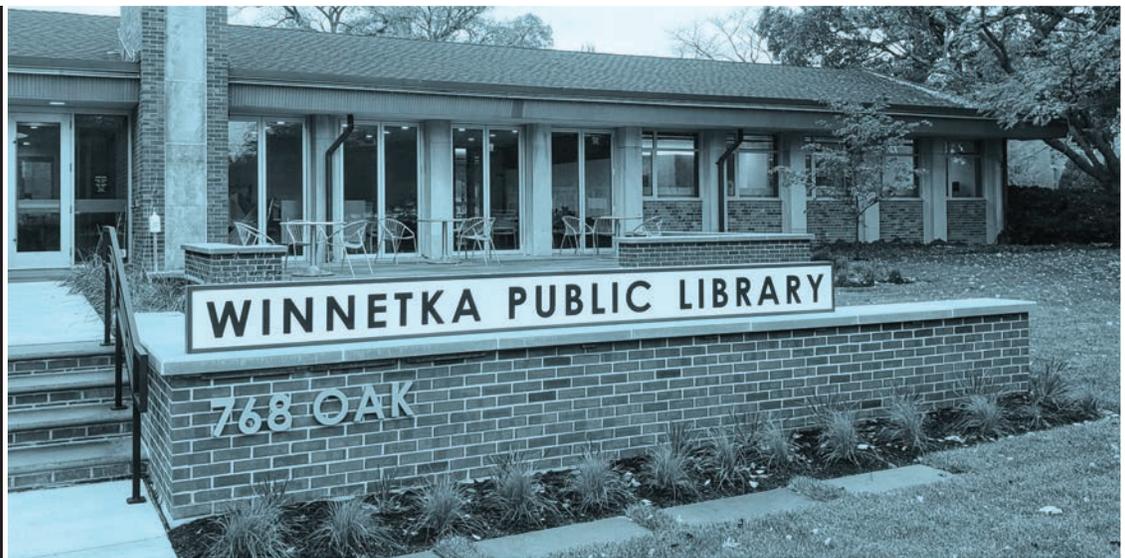
WINNETKA LIBRARY

768 Oak Street
Winnetka, IL 60093

NORTHFIELD BRANCH LIBRARY

1785 Orchard Lane
Northfield, IL 60093

wnpld.org



INTRODUCTION

Aligned with our vision and mission, the Winnetka-Northfield Public Library District has crafted a strategic plan that will provide guidance for Library efforts over the next three years. The plan was created in collaboration with community members and leaders from Winnetka and Northfield, staff, and board members. It reflects what we learned from our residents and Library users. They told us how and why they use Library District facilities, its resources, and how they want to use them in the future.

The result of this year long process is a plan that will be used as a roadmap for meaningful change. It will provide direction as we look to make an even greater impact in the communities we serve with future-focused services and plans. We have identified three main areas of focus for our efforts—**Service, Institutional, and Organizational**—that will drive our work both with our patrons and behind the scenes.

This strategic plan represents many months of work, and we are excited to celebrate our future success with our patrons as we move forward.

INITIATIVE ONE

BUILD
UPON THE
FOUNDATION
OF **HIGH-
QUALITY
PERSONALIZED
SERVICES...**



The Winnetka-Northfield Public Library District will build upon the foundation of high-quality personalized services to maintain and improve patron satisfaction. New services will evolve over time based upon patron feedback and community needs.

IN-PERSON SERVICES

Collect ongoing patron feedback and use the data to enhance in-person experiences that prioritize high-quality personalized interactions with staff while enabling patrons to engage with services on their own terms.

VIRTUAL SERVICES

Strengthen the Library's digital presence to empower patrons to easily access library resources, materials, and programs through our website, app, and social media.

COMMUNITY ENGAGEMENT

Strengthen and grow partnerships with our local schools, community partners, and park districts to improve the quality of life within the community.

SOME EXAMPLES OF SERVICE ACTIVITIES INCLUDE...

delivery to homebound patrons, increasing multi-organization events for community members, welcoming events targeting new residents, increasing print and electronic collections that reflect community interests, and increasing programming in The Studio at both branches, among others.



INITIATIVE TWO

EVALUATE ITS SPACES AND COMMUNICATION STRATEGIES TO ENSURE WE ARE **MAXIMIZING OUR EXISTING RESOURCES...**



INSTITUTIONAL

The Winnetka-Northfield Public Library District will evaluate its spaces and communication strategies to ensure we are maximizing our existing resources and looking to the future for better ways to serve our community.

RESOURCE ALIGNMENT

Align the Library's resources including staff, budget, and services in a way that promotes new ideas, innovation, and flexibility.

FACILITIES DEVELOPMENT

Evaluate the Library buildings to ensure that we are maximizing the use of our existing spaces and evaluating them for future needs.

BRAND DEVELOPMENT

Connect with new and existing patrons to increase awareness about Library programs, collections, and services.

SOME EXAMPLES OF SERVICE ACTIVITIES INCLUDE...

realigning staff to capitalize on individual strengths, reviewing our facilities to ensure we are using our spaces in the best ways, creating targeted plans for using our outdoor spaces; and analyzing current communication methods and tools to help better share information about the library with our community, among others.



INITIATIVE THREE

HIRE AND
DEVELOP
**STAFF THAT IS
KNOWLEDGEABLE
AND FORWARD
THINKING...**



ORGANIZATIONAL

The Winnetka-Northfield Public Library District will hire and develop staff that is knowledgeable and forward thinking to ensure we can anticipate and fulfill future service demands.

STAFF DEVELOPMENT

Empower staff to build on individual strengths, pursue measurable career objectives, and learn new skills to meet future challenges.

INNOVATION CULTURE

Foster a culture of innovation and creativity that leads to new programs and services.

PRODUCTIVITY TOOLS

Implement staff-supporting workplace tools that allow them to work in a more efficient manner.

SOME EXAMPLES OF SERVICE ACTIVITIES INCLUDE...

investing resources in developing staff and providing career pathways at the library, creating a formal method for monitoring innovations in libraries and piloting/evaluating their fit for our community, putting processes and technological tools in place that allow staff to do their jobs more effectively and efficiently, and working with new hires to ensure they receive what they need to become successful members of our team.

