

# Normal Public Library | Strategic Plan 2021-2024

## Priority 1: Enhance the patron experience.

**Strategy 1:** *Ensure Library offerings are convenient and easy to use.*

- Reach out with programs and services to the underserved.
- Support seniors through aging in place initiatives.
- Acknowledge and work to reduce digital divide; communicate via traditional means.

**Strategy 2:** *Meet patron needs in creative and resourceful ways.*

- Initiate interlibrary programming and collaboration.
- Proactively assess and maintain awareness of patrons' needs.

## Priority 2: Engage our community.

**Strategy 1:** *Cultivate meaningful connections.*

- Offer intergenerational programming.
- Build and sustain strategic partnerships to deliver services to targeted audiences.
- Focus on equity, diversity and inclusion in our operations, collections and services.

**Strategy 2:** *Foster awareness.*

- Create and implement a communications plan to showcase the Library.
- Create talking points for staff, Board and Foundation Board.
- Identify and empower library champions.

## Priority 3: Empower our team.

**Strategy 1:** *Equip our team to succeed.*

- Develop an organizational structure that optimizes the talents of our staff.
- Design and implement a One Library/One Team initiative, focused on service and teamwork.
- Create a staff contingency plan to ensure continuity of operations.

**Strategy 2:** *Encourage innovation and collaboration.*

- Identify opportunities for developing distinctive programming based on staff competencies.
- Provide structured opportunities for staff to share ideas and suggestions.
- Create mini grants to enable new initiatives.

## Priority 4: Optimize our resources.

**Strategy 1:** *Maximize impact and efficiency of our board, staff, space, and funding.*

- Develop a space plan for current and future growth of the Library.
- Optimize collection development.
- Implement a Board succession and orientation plan.
- Continue to optimize public funding and work with Foundation to increase private funding.

**Strategy 2:** *Advocate for alternative revenues to enable exceptional Library experiences.*

- Recruit an advocacy committee to address public funding and facility needs.
- Engage volunteers (Board, Foundation Board, others) in advocating for Library funding.