

LANSING PUBLIC LIBRARY'S

STRATEGIC PLAN

2024-2024



LANSING
Public Library

MISSION STATEMENT:

The Lansing Public Library enriches, connects, and empowers its community by providing equitable access to resources, experiences, and opportunities.

VISION STATEMENT:

Your story starts here

LIBRARY VALUES:

Exceptional Member Experiences

We care about the people we serve, and we work to deliver personal and exceptional experiences

Curiosity & Exploration

Curiosity is the cornerstone of learning, and we ensure that our resources create a pathway to lifelong exploration and discovery

Equity for All

We provide and champion equity of access in our space, programs, services, and collections

Diversity & Inclusion

We recognize the innate human dignity of all, and embrace our similarities and differences both throughout the organization and our community

Connectivity

Being connected to the community allows us to understand its needs, and it guides our work to help build a strong and vital Lansing

The People We Serve

Uplifting our community is at the heart of all that we do

THE LIBRARY BOARD OF TRUSTEES:

Sharon Novak	President
Jeri Villa	Vice President
Bonnie Cuthbert	Treasurer
Steven Carr	Secretary
Mozella Brown	Trustee
Jason Klausner	Trustee
Yvette Farmer	Trustee

STRATEGIC PLANNING TEAM:

Lisa Korajczyk	Library Director
Denise Benson	Information Services Manager
Beth Bozzo	Youth Services Manager
Andrew Harootunian	Adult Outreach Coordinator
Kelli Staley	IT & Technical Services Manager
Lisa Trevino	Membership Services Manager

STRATEGIC PLANNING CONSULTANT:

Kathy Parker

Many thanks to all the library team members that participated in the strategic planning process.

COMMUNITY SUMMARY

The Lansing Public Library was established in 1936 with a book donation from the WPA, and by 1941 the community voted yes on a tax levy that would legally establish the Lansing Public Library. Since then, the library moved around town and finally settled in its current location in 1976 with a brand-new building. Though there were numerous library directors, the mission has always been the same; **to serve the community of Lansing.**

(2010 U.S. Census Data)

Lansing is a diverse community that serves a population of 29,081 with a demographic of 45.3 % African American, 39.2 % white, and 19.1% Latino, where 18% of the households speak a language other than English. The median age for a resident is 40.2 years old, with 59% of the residents between the ages of 18-64. The median income is \$57,659 and 16.4% of the population live below the poverty line.

There are 10,741 households in Lansing, and we have an owner occupied rate of 69.3% with a median home value of \$136,100.00. We serve three school districts and have multiple private schools. 91.9 % of residents have graduated from high school and 26.2% have a college degree. Also, 92.7 % have a computer in their home and 86.2 % have access to the Internet. Finally, women make up 56% of the population.

This is the data as compiled in 2010 by the U.S. government, but that does not give the complete picture of this community. Lansing invests in its parks, works to ensure it offers a quality education, offers entertainment and enrichment to its residents, and works together to find ways to offer its community a sense of pride and togetherness. The team at the Lansing Public Library strives to meet all the needs of its community, and believes through this new strategic plan it can further extend our mission of enriching, connecting and empowering the community by providing equitable access to resources, experiences and opportunities.



I. Strategic Priority #1: Creating Exceptional Experiences

A. Objective #1: Ensure that the library's technology is up-to-date and accessible for all.

1. Assess data from both the ILS and the Illinois Public Library Annual Report to ensure that adequate funding is allocated to patron high demand and accessible technology
 - a) Team: Technology Committee & Info Services
 - b) Timeline: 6 months
2. Better market the items already owned by the library that will help patrons with technology accessibility needs
 - a) Team: Marketing Committee
 - b) Timeline: 6 months
3. Create technology plan
 - a) Team: Technology Committee & Admin
 - b) Timeline: 6 months

B. Objective #2: Increase programs and services to emerging and underserved populations.

1. Increase visibility and awareness of services to underserved populations.
 - a) Create bilingual documentation for services and resources within the building. For example, a bilingual Spanish and English phrase pamphlet to help staff identify what assistance is needed, like copying, printing, faxing, and service issues.
 - b) Create community boards (11×18) designed to help non-verbal patrons to communicate by pointing at pictures
 - c) Update brochure language, broadening Library@Home service and create a marketing campaign.
 - d) Create a brochure of local social service agencies to help unhoused and/or economically distressed patrons
 - e) Team: Marketing Committee & Spanish speaking team members
 - f) Timeline: 18 months
2. Host a series of staff trainings that focus on working with people who face barriers to service such as patrons with physical and intellectual disabilities, non-English speaking, neurodiverse, and mental health issues
 - a) Team: Admin
 - b) Timeline: 18 months
3. Increase programming focused on underserved populations
 - a) Create questionnaires in multiple languages and formats to solicit information from patrons on programming interests.

- b) Develop quarterly events targeting specific niche demographics, including programs in other languages
- c) Team: Marketing Committee & Adult Outreach
- d) Timeline: 24 months

C. Objective #3: Collections will reflect the popular demands and diversity of our community.

1. Analyze collection usage to determine interests and popular demand
 - a) Team: Info & Youth Services
 - b) Timeline: 12 months
2. Increase financial resources to collections that have high circulation numbers
 - a) Team: Admin
 - b) Timeline: 12 months
3. Develop display guidelines to better reflect community demographics
 - a) Team: Info & Youth Services
 - b) Timeline: 12 months
4. Weed materials that are more than seven years old, and that have fewer than the designated number of checkouts, or are in poor physical condition
 - a) Team: Info & Youth Services
 - b) Timeline: 18 months
5. Replace materials that have high circulation numbers but are in poor physical condition
 - a) Team: Info & Youth Services
 - b) Timeline: 18 months

II. Strategic Priority #2: Better Community Awareness

A. Objective #1: Develop a marketing plan

1. Establish a social media team
 - a) Team: Admin
 - b) Timeline: 3 months
2. Write a marketing plan to increase the library's visibility throughout the community.
 - a) Solidify branding across all platforms
 - b) Balance marketing of library events, services, and materials
 - c) Target audiences in accordance with community's needs and interests
 - d) Team: Marketing Committee & Admin
 - e) Timeline: 12 months
3. Ensure that the financial resources are allocated in the budget to sustain the marketing plan
 - a) Team: Admin

- b) Timeline: 12 months
 - 4. Investigate the costs of hiring a marketing associate for 25 hours per week
 - a) Team: Admin
 - b) Timeline: 18 months
- B. Objective #2: Develop and strengthen community partnerships
 - 1. Strengthen current partnerships with village entities, local businesses, social organizations, and community living facilities
 - a) Have quarterly meetings with the Village's Director of Communications
 - b) Create a visitation schedule and marketing campaign for outreach to community living facilities
 - c) Request to have our newsletters/brochures located at various locations throughout the village
 - d) Establish pop-up tables throughout the community
 - e) Team: Admin, Youth & Adult Outreach
 - f) Timeline: 12 months
 - 2. Strengthen working relationships with local schools
 - a) Engage in regular outreach at each school in Lansing
 - b) Improve communication with schools through monthly email updates
 - c) Host annual events for schools and teachers
 - d) Increase library card registrations for students through promotional activities and rewards
 - e) Analyze the workflow of the Youth Services department to decide if another associate is needed to meet the objectives of the plan
 - f) Team: Admin & Youth
 - g) Timeline: 12 months
 - 3. Expand the library's Community Roots program
 - a) Have an information table at different community events
 - b) Add 2-3 more local businesses to the program per year
 - c) Host an annual business open house
 - d) Team: Adult Outreach
 - e) Timeline: 12 months

III. Strategic Priority #3: Staff Investment

A. Objective #1: Increase hands-on training opportunities

- 1. Tech assessment during the on-boarding process, and then an annual assessment on technology skills, including but not limited to, basic computer, email, and internet skills

- a) Team: Admin
 - b) Timeline: 3 months
 2. Centralize staff access to organizational information
 - a) Team: Admin
 - b) Timeline: 6 months
 3. Curate Niche tutorials and explore different learning platforms for staff development
 - a) Team: Admin
 - b) Timeline: 18 months
 4. Create a schedule for hands-on training with appropriate managers/instructors
 - a) Team: Admin
 - b) Timeline: 18 months
- B. Objective #2: Help ensure staff organizational awareness
1. Highlight a different general library policy each month at the all-staff meeting
 - a) Team: Admin
 - b) Timeline: 3 months
 2. Increase awareness of library services, programs, and resources with a monthly activity assigned prior to the all-staff meeting for discussion
 - a) Team: Admin
 - b) Timeline: 3 months
 3. Assign staff to review and assist with updating department procedure manual annually
 - a) Team: Admin
 - b) Timeline: 6 months
 4. Ensure that all staff members know and understand the library's mission, vision, customer service philosophy, and core values statements
 - a) Team: Admin
 - b) Timeline: 6 months
 5. Formalize cross-training between various departments
 - a) Team: Admin
 - b) Timeline: 12 months
- C. Objective #3: Staff wellbeing
1. Create a staff wellness committee to recommend trainings and opportunities and will help promote staff participation
 - a) Team: Admin
 - b) Timeline: 3 months
 2. Create a "high-five" board, where staff can openly leave kudos for each other

- a) Team: Admin
- b) Timeline: 3 months
- 3. Schedule quarterly social events
 - a) Team: Social Committee
 - b) Timeline: 6 months
- 4. Dedicate time during either library's in-service to staff wellness
 - a) Team: Admin
 - b) Timeline: 6 months

IV. Strategic Priority #4: Offer Welcoming and Responsive Spaces

A. Objective #1: Analyze the flow of the building

- 1. Create questionnaires for patrons on building needs
 - a) Team: Admin
 - b) Timeline: 24 months
- 2. Create a list of recommended library space planners with costs that will analyze the flow of the building
 - a) Team: Admin
 - b) Timeline: 36 months
- 3. Examine building signage for ease of wayfinding
 - a) Team: Admin
 - b) Timeline: 36 months

B. Objective #2: Modern presentation for space

- 1. Update presentation of in-house marketing spaces
 - a) Install slotted walls in the foyer, Historical area, and outside the Community Room for the Friend's organization
 - b) Investigate costs of standalone digital signage
 - c) Team: Admin
 - d) Timeline: 24 months
- 2. Reimagine presentation of library collections
 - a) Update the adult and youth shelving units
 - b) Update presentation of magazine and newspaper wall
 - c) Team: Admin
 - d) Timeline: 36 months
- 3. Research costs to update courtyard space and brick room to enhance the patron experience at the library
 - a) Team: Admin

b) Timeline: 36 months

C. Objective #3: Re-Imagine the IDEA Lab

1. Brainstorm multiple options to repurpose the Idea Lab

a) Team: Admin

b) Timeline: 24 months

2. Create a survey with multiple options for patrons to voice their opinions on the lab

a) Team: Tech Committee

b) Timeline: 24 months

3. Do a financial analysis for the repurposing of the Idea Lab with multiple options for the board

a) Team: Admin

b) Timeline: 36 months