



Sugar Grove Public Library District

Strategic Plan 2022-2024

Convey the Library's Value

The Library will engage in information initiatives to strengthen community knowledge about the Library.

Goals:

- Focus on sharing factual & inspirational information about the impact of the Library.
- Provide facts about the Library's genuine operating limitations due to lack of funding.
- Develop Library promotional strategies including social media opportunities.
- Promote the "return on investment" value to a household.
- Develop a NOW Learn series to increase awareness of Library services.
- Facilitate partnerships and develop donor strategies with the Foundation

Be Innovation Ambassadors

The Library will support patron needs through staff initiatives, development, and training.

Goals:

- Develop and train standard digital competencies for staff
- Enhance customer service training to serve diverse populations
- Staff development initiatives will be scheduled as a priority.
- Upgrading personnel manual, staff policies, and job descriptions to ensure consistent, excellent standards.

Referendum Readiness & Financial Stability

The Library will explore options to adequately fund the Library.

Goals:

- The Library will analyze data necessary to ensure future stability.
- A long term list of facility needs will be developed; 20 year timespan for necessary updates and end of life expectations for major equipment.
- A clear message of the financial standing of the Library will be developed for informational purposes; mindful and factual communication will be shared.
- Outreach communication will be strengthened; partnerships with the Foundation or developing a citizen's advocacy team will provide support.
- The Library plans to explore a ballot initiative as bonds are paid off in 2024; a zero impact increase to adequately fund the Library is necessary for future stability.
- The Library will respond to the feedback presented by patrons with requests for "more" with the resources needed to provide as such. If additional funding is not secured, the Library will respond to the limitations given by the community.

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Develop Library Resources for Community Needs

The Library will strengthen the collection connections according to patron needs in traditional & digital resources.

Goals:

- Ongoing growth and promotion of digital materials and resources; training programs to strengthen patron access.
- Focus on popular materials growth to meet patron demands.
- Reader’s advisory initiatives and collection connections strengthened.
- Assist the community in a post-pandemic/endemic climate in recovery and revitalization.

Facility Adaptations and Enhancements

The Library will be a steward to the facility to maintain the community investment; update and upgrade as needed.

Goals:

- The NOW Space Meeting Room and A/V suite will continue to grow and develop with resources and services
- As the building ages into its second decade, a focus on building and grounds will be a priority as much as possible within financial constraints.
- Explore outdoor programming possibilities and structures.
- Add to underdeveloped areas when financially feasible.
- Promote both the physical Library as a destination, and the digital 24/7 branch of the library.

How We Developed our 2022-2024 Goals :

- Utilized email newsletter and social media accounts to promote the survey and focus group opportunities
- Distributed a survey online and in print at the Library
- Conducted two in-person and two virtual focus groups
- Engaged the community and promoted our survey by visiting local civic, government, and school board meetings
- Garnered the expertise of the Library Director and Board
- Reviewed survey results and conducted a full SWOT analysis in a collaborative team meeting led by Waubensee Community College’s Small Business Development Center

As our Library is extensively underfunded, prioritization of directing resources is critical. A key determination made from the data collection is that patrons need more information about how the Library is organized, funded, as the citizen’s responsibility to care for the community institution. We will prioritize sharing information about the library’s unique financial situation.



Contact Us!

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