

# **Strategic Plan**

## **2025 - 2030**

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# Introduction

Prospect Heights Public Library (PHPL) is a lifelong resource for its community. The Library's dedicated staff, engaged patrons, and vital services create a welcoming and comfortable community space. To align its resources with the emerging priorities of the community, the Library has undergone a comprehensive strategic planning process with feedback from the community and stakeholders. By implementing a new strategic plan, PHPL will renew its commitment to:

- Fostering lifelong learning through connecting with the community and providing a wide variety of Library services;
- Optimizing indoor and outdoor Library spaces to meet the comfort and accessibility needs of the community; and
- Cultivating growth and development of staff to equip the organization for growth and positive interactions with community members.

Prospect Heights Public Library initiated a strategic planning process starting in early 2024. [Fast Forward Libraries LLC](#) was engaged in February 2024 to facilitate the planning process in three phases: Learn, Dream, Do. The Learn phase entailed gathering community feedback through surveys and interviews. In the Dream phase, the Board and staff held retreat sessions to discuss possible future pathways for the Library. This document includes the strategic directions and goals that will guide Prospect Heights Public Library through the Do phase, as the Library executes its vision for the future.



# Process Timeline

## FEB - NOV 2024

The Planning Team spent months learning about community needs and developing strategies to advance the Library's mission over the next five years.



# Mission Statement

The Prospect Heights Public Library District links our community to the world of ideas.



Prospect Heights Public Library | 847-259-3500 | [phpl.info](http://phpl.info)

# Strategic Direction 1

## Foster lifelong learning through community engagement and core library services

Our Library belongs to the community. We provide services that meet people where they are, both within the Library and through outreach in the community, to support lifelong learning and connections.

### Goals

- 1.1 Expand outreach and partnerships to connect and collaborate with our community.
- 1.2 Develop responsive programs and services that are accessible and engage our diverse community.
- 1.3 Enhance marketing and communications to increase awareness of our Library's programs, services, and resources.
- 1.4 Ensure access to innovative technology tools and learning opportunities.

### Potential Outcomes

- The Library is considered a go-to partner
- Increased attendance and participation at programs
- Increased circulation
- The community better understands what the Library offers
- People think of the Library as the go-to place for technology access and learning



# Strategic Direction 2

## Welcome Our Community through Comfortable and Accessible Spaces

The Library's facility meets a wide variety of community needs. We aim to provide a welcoming atmosphere and accessible functionality inside the Library and throughout our outdoor spaces.

### Goals

2.1 Maintain and update Library spaces to respond to community and staff needs.

2.2 Optimize outdoor spaces that invite people to visit the Library.

### Potential Outcomes

- Patrons indicate they are happy with the Library facility
- Increased room usage
- More foot traffic
- Increased usage of outdoor spaces
- More overall usage of the Library



# Strategic Direction 3

## Nurture a Positive Internal Culture that Equips Staff for Teamwork and Growth

The Library's staff members are integral to the success of the organization. We strive to support growth and collaboration amongst our team while ensuring the community has positive interactions with our staff.

### Goals

3.1 Cultivate staff growth by focusing on training, development, and teamwork.

3.2 Ensure staffing levels and roles meet evolving community needs.

### Potential Outcomes

- Staff feel confident in their roles
- Community members report positive interactions with staff
- Staff has high retention
- Staff reflects the community
- Staff members feel they have opportunities for advancement



# Next Steps

Now that the strategic plan has been adopted by the Prospect Heights Public Library Board, the staff will develop an activity plan to guide implementation. Implementation is a continual process. The timing of certain activities will be determined by priority and influenced by various factors, such as funding and other resource allocation. Review and adjustment of the activity plan will happen on a regular basis.

Evaluation of progress towards the goals will be ongoing once the plan implementation is underway. The status of activities and progress towards goals will be reported regularly to Trustees and stakeholders.

