2022-2024 Strategic Plan

ALGONQUIN AREA PUBLIC LIBRARY DISTRICT
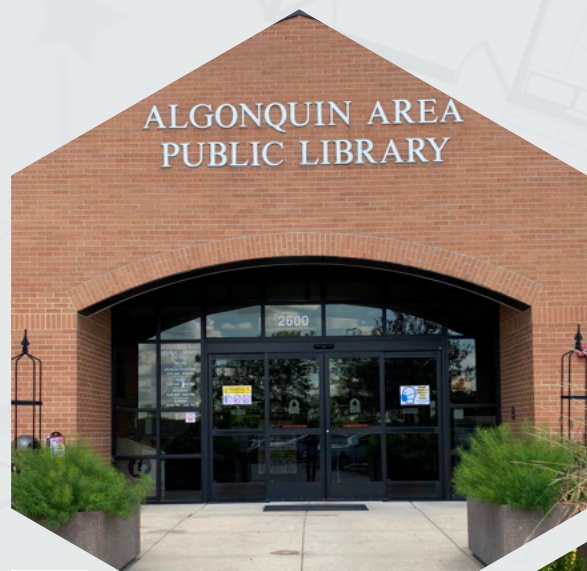
LEISURE

COMMUNITY

CREATION

LEARNING

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aapld

Know The Community

Goal 1:

AAPLD understands the demographics and make-up of the community

- Evaluate 2020 census information and compare to 2010 census data to determine how the community has changed; evaluate if/how programs and services should be updated

- Determine the most frequently spoken languages in the community and explore the need for bilingual staff and/or other language resources/services

- Track circulation statistics and requests for world language materials and apply knowledge to world language collection development initiatives

- Make demographic information available to staff in an accessible, useful way

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Goal 2:

AAPLD explores what the community aspires to be

- Host community conversations to determine aspirations for the community as a whole

- Host AAPLD town halls and/or focus groups to determine aspirations for the Library

- Review strategic plans of other community partners and organizations to find similar or shared goals and take action together to meet them

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Goal 3:

AAPLD turns library non-users into library users

- Run a library card signup campaign to increase cardholders and promote the awareness and value of library services

- Market the library through new avenues and media to grab the attention of non-user

- Use patron quotes and testimonials from current users to increase relatability to potential users

Connect The Community

Goal 1:

AAPLD is the central hub for reliable community information and civic services

- Explore and develop a list of resources that meet various community needs, such as food pantries, township services, job skills training, etc.

- Offer voter registration, early and election day voting, license plate sticker renewal, notary services, and passport services in our convenient library locations

- Provide links/access to local community resource information on our website

Goal 2:

AAPLD is a community partner

- Host, participate in, and/or attend National Night Out events, community festivals and parades, and other large-scale community events and collaborate on community-wide programming with Village Parks & Recreation departments on a regular basis

- Survey small and local businesses to determine opportunities for support and offer staff expertise, resources, and equipment through classes and individual assistance

- Expand relationships with local schools (District 300, private schools, preschools, and community colleges)

Goal 3:

AAPLD helps community members have a voice

- Host regular mobile office hours for local leaders and elected officials to foster connections with decision-makers and legislative representatives

- Continue to host and promote AAPLD as a voting location and host a voter registration event

- Increase staff involvement with ALA and/or ILA to help create a community- and service-focused voice to be heard at a level of potential influence

Goal 4:

AAPLD welcomes people of all ages back to the library post-pandemic

- Compare in-person, hybrid, and virtual program interest, registration, and attendance to drive program planning

- Develop programming that fosters connections between people with common interests

- Host a large-scale open house event to promote and celebrate resources and services

Serve The Community

Goal 1:

AAPLD recognizes opportunities to explore and incorporate equity, diversity, and inclusion and reinforce its importance to the community

- Offer programs and events that recognize diversity in the local and world communities and amplifies voices

- Audit the physical and digital collections and refine them to reflect the diversity in our community

- Educate staff about space accessibility and ADA compliance

- Provide information for basic assistance in languages other than English

Goal 2:

AAPLD provides opportunities for education, exploration, and entertainment for all members of the community

- Contact early learning providers to determine expectations for school readiness and incorporate suggested concepts into early learning programming

- Determine appropriate balance between program themes and purposes using patron feedback and data and adjust program content to match needs

- Create and utilize an evaluation tool to determine qualitative and quantitative success in programming

Goal 3:

AAPLD is where users are

- Evaluate the continuing need and desire for virtual, hybrid, and take-n-make programs and activities and develop programming accordingly

- Demonstrate and promote library resources at school events and through virtual school connections

- Evaluate needs and interests of community members who are homebound or living at senior community residences and determine whether a senior services team is needed to provide dedicated service to this segment of the community

- Use the library van as mobile advertising and a roaming service point to offer card registration, checkouts, internet access, and activities at schools, parks, or other places people may congregate