

Strategic Plan

2011
to
2015



Table of Contents

Introduction.....	3
Process Outline.....	5
Vision & Mission.....	6
Strategies, Goals & Objectives.....	7
Strategy #1, Service Excellence.....	7
Strategy #2, Community Focus.....	7
Strategy #3, Stewardship.....	9
Timeline for Evaluation & Revision.....	10
Summary.....	11
Appendix A: History of the Plainfield Library.....	12
Appendix B: Focus Groups.....	14
Appendix C: FY2001-FY2010 Statistical Summary.....	25
Acknowledgements.....	29
References.....	30

Introduction

The Plainfield Public Library District Long Range Plan 2006-2010 resulted in significant change for the Library. Following the decade-long period of explosive growth in the community, this Long Range Plan focused on expanding not only services, but also the role of the library in the community. Realized goals include: development of a marketing plan and library brand, reorganization of the Outreach Services Department to broaden its scope of service to include adults, additional teen programming, expanding targeted programming for boys and very young children, introduction of a Customer Service Handbook and expectations, an analysis of space needs for the next 20 years and creation of a building program. The Library's statistics from June 2006 to June 2010 demonstrate the success of the plan:

- 73% increase in circulation, from 436,313 in FY2005-2006 to 756,875 in FY 2009-2010.
- A 12% increase in the library district population, from 59,119 at the 2005 Special Census to 66,139 at the 2007 Special Census.
- Public computer usage increased 69% from 29,594 in FY2005-2006 to 49,959 in FY 2009-2010.
- A 49% increase in cardholders, from 22,116 in FY2005-2006 to 32,991 in FY 2009-2010.
- Youth program attendance rose 51%, from 31,765 in FY2005-2006 to 47,844 in FY 2009-2010.
- Adult program attendance skyrocketed 483% from 1,103 in FY2005-2006 to 6,426 in FY 2009-2010.

The Long Range Plan 2006-2010 culminated in an expansion referendum in April 2009 to meet the needs of the larger population. Following the failure of the referendum and with the economic crisis nationwide, the Board of Trustees deferred another referendum until 2012 or later. Acknowledging that any expansion of facilities would take a minimum of 24 months after a successful expansion referendum and the earliest probable referendum date of November 2012, the Board of Trustees committed to developing a new strategic plan to guide service and budgetary decision-making from 2011 through 2015.

Central to the planning process is the view that the Library serves the unique and specific needs of its community. The Board of Trustees and management team committed to examining the current state of the Library and the Plainfield community, reviewing the role of the Library in Plainfield and identifying community needs to be addressed by the Library in the next five years. Community input informed the process through focus groups, the 2010 Plainfield Library Voter Survey and opportunities for comment on the draft plan. The focus and structure of the plan was changed from a long range plan to a strategic plan to reflect the Library's current situation.

Long-range planning is usually considered to assume present knowledge about future conditions. It defines the plan's exact results over the period of its implementation. Generally, a long range plan developed under *The New Planning for Results: a Streamlined Approach* (published by the American Library Association) is a 3-5 year plan with a mission statement, goals, objectives and action steps or activities. The process also utilizes service responses as the framework for developing goals.

Strategic planning assumes that an organization must be quick to respond to a dynamic environment, which may require changes in the future. It focuses on the importance of making decisions that will ensure an organization's ability to successfully respond to changes in the environment. In composition, long range and strategic plans vary. *Strategic Planning and Management for Library Managers* states "The difference between where the library is now (current state) and where the library wants to be (the vision) is what the library will do (actions), why the library does it (values), and how the library decides to do it (strategies)." This type of strategic plan provides a framework for responding to a changing environment by establishing a vision, mission and strategies, setting shorter-term goals and providing for regular evaluation and updates to the plan. The creation of a strategic plan acknowledges that the Library's environment is likely to change during the period covered by the plan.

The Board of Trustees and management team spent six months examining the current status of the Library and community, gathering input from residents and creating this plan to guide the Library's programs and services in its efforts to meet the needs of the community. The vision of service sets a framework for what the Library will strive to achieve. The mission concisely states the guiding principles of service. Utilizing the vision of service and mission developed in conjunction with the Library's 2007 Marketing Plan and Brand Identity project streamlined and gave continuity to the planning process. Strategies, goals and objectives provide clear guidance for budgeting and decision-making. A timeline provides for regular evaluation and revision of the plan.

The parameters of Strategic Plan 2011-2015 allow the Plainfield Public Library District to nimbly respond to community needs and its current environment.

Process Outline

- ≡ The Library Director created a process timeline and overview for the Board of Trustees using *The New Planning for Results: a Streamlined Approach* and *Strategic Planning and Management for Library Managers*.
- ≡ The Library Director compiled data for review by the management team and Board of Trustees, including a 10-Year Statistical Summary, 2007 Marketing Plan and Brand Identity documentation, the 2007 Space Needs Analysis, 2008 Building Program, 2010 Plainfield Library Voter Survey and Long Range Plan 2006-2010.
- ≡ The Board of Trustees approved the timeline and process, including the use of a volunteer to facilitate focus groups for community input.
- ≡ The volunteer focus group facilitator and Library Director met to review the focus group process and participants, set dates and identify target participants.
- ≡ Community members, including key stakeholders and representatives of community groups, were invited to participate in the focus groups.
- ≡ The volunteer facilitated four focus group sessions - one Board focus group and three general focus groups - to gather input. One additional focus group was cancelled due to weather.
- ≡ Written reports from all the focus groups were presented to the Board of Trustees and management team.
- ≡ The management team met to develop the goals, objectives and timeline for evaluation, based on the focus group reports and documents reviewed.
- ≡ The Board of Trustees and management team reviewed the draft in its entirety.
- ≡ The Board of Trustees approved the Draft Strategic Plan to be disseminated for public and staff comment.
- ≡ The draft of the new strategic plan was posted on the Library's web site and made available to all staff for review and comment.
- ≡ Using the input from the review of the draft plan, the management team created the final Strategic Plan 2011-2015.
- ≡ The Plainfield Public Library Board of Trustees reviewed and accepted the final draft of the Strategic Plan 2011-2015.

Vision & Mission

Vision

The Plainfield Public Library District provides excellent library services to satisfy the educational, informational, entertainment and inspirational needs of community residents throughout their lives. The Library is a community center, where residents connect with resources, with each other and with their community identity. The Library leverages technology and human capital to give residents access to services and resources not only at the Library's physical location but also throughout the community in partnership with other organizations and via virtual services. The Library is a vibrant and visible presence in the community, making residents aware of 21st century library services and our Library's unique character.

Mission

EDUCATE – CAPTIVATE - CONNECT

Strategies, Goals & Objectives

Strategy #1

Service Excellence

Programs and services add value to the Library's resources, supporting the Library's vision "to satisfy educational, informational, entertainment and inspirational needs of community residents throughout their lives." Our skilled and knowledgeable staff builds strong collections and encourages people to explore everything the Library has to offer. We provide free access to information and resources that address our users' needs and wants, consistent with the principles of intellectual freedom. We respect and protect the privacy and confidentiality of our users. We are focused on the customer experience and anticipate user needs, providing consistent, convenient, friendly, responsive services. We continuously learn, assess and adapt, using best practices and innovation.

- I. All residents have access to resources and programs that support literacy and lifelong learning to meet educational, informational and entertainment needs.
 - A. Annually evaluate, expand and/or retract services, programs and resources based on primary mission and budget
 1. Examine programming according to attendance
 2. Examine collection allocations according to use
 3. Examine services according to use
 - B. Practice excellent customer service skills at every interaction
 1. Adhere to the standards set in the Customer Service Handbook
 - C. Provide services to the differently-abled
 1. Maintain Americans with Disabilities Act compliance
 2. Continue homebound services
 3. Provide referral to the Talking Book Service for the Blind and Physically Handicapped and other support services
 4. Provide access to assistive technology, as appropriate to demand
 - D. Provide programs that support the Library's mission
 1. Continue Summer Reading and Grand Finale event
 - E. Perform collection management that is responsive to demand

- F. Provide resources and services to residents whose first language is not English.
 - 1. Hire staff that reflect the diversity of the community
 - 2. Collect resources in languages that reflect community composition and demand

Strategy #2

Community Focus

We effectively communicate the Library's services and value to the community so that residents are aware and can take full advantage of library resources, programs and services. We reach beyond the Library's physical facility using technology and human capital to connect our residents "with resources, with each other and with their community identity." We collaborate with other community groups and organizations to build mutually beneficial partnerships.

- I. Library Board, staff, Friends and Foundation members actively promote the Library and its services throughout the community.
 - A. Train Friends and Foundation members to properly and confidently communicate the Library's mission
 - 1. Create talking points for commonly asked questions
 - 2. Create 3-5 30-second messages ("elevator speech")
 - B. Create an annual Marketing Plan to guide marketing activities
 - 1. Train staff on word of mouth marketing
 - 2. Develop talking points for staff to help them to address common questions
 - 3. Continue to mail newsletters to homes
 - 4. Offer email/electronic newsletter option
 - 5. Encourage registration for weekly email newsletter
 - 6. Keep brochures updated
 - 7. Leverage partnerships to increase awareness
 - 8. Include all avenues of electronic communication
 - 9. Explore ideas on identifying and contacting non-users, particularly voters
 - 10. Create and maintain contact database
 - 11. Pursue donation of marketing materials and space (electronic billboard)

12. Leverage location by installing digital sign on Route 59
- C. Trustees regularly attend Library and community events to advocate for the Library
1. Each Trustee practices word of mouth marketing at an average of one event per month
 2. Trustees attend the Grand Finale and other large Library events
 3. Create talking points for commonly asked questions
 4. Create 3-5 30-second messages (“elevator speech”)
 5. Add Trustee Marketing Report to monthly meeting agenda
- II. Residents are aware of the Library resources, programs and services available to them and how to access those services.
- A. Create an annual Marketing Plan to guide marketing activities
1. Train staff on word of mouth marketing
 2. Develop talking points for staff to help them to address common questions
 3. Continue to mail newsletters to homes
 4. Offer email/electronic newsletter option
 5. Encourage registration for weekly email newsletter
 6. Keep brochures updated
 7. Utilize partnerships to increase awareness
 8. Include all avenues of electronic communication
 9. Explore ideas on identifying and contacting non-users, particularly voters
 10. Create and maintain contact database
 11. Pursue donation of marketing materials and space (electronic billboard)
 12. Highlight location by installing digital sign on Route 59
- B. Utilize best practices in web site design

- C. Keep signage simple and current
- III. The Library positions itself as a community hub, working through alliances and partnerships with businesses, organizations and government entities.
- A. Continue to provide Outreach programs and services
 - 1. School programs
 - 2. Homebound services
 - 3. Preschool programs
 - 4. Presentations to community organizations and groups
 - 5. Participation on committees, service organizations, etc. to support community events (Riverwalk Foundation, Harvest 5K, etc.)
 - B. Continue Summer Reading and the Grand Finale event
 - C. Partner with other entities to provide programs and events, such as Strictly Business Lunch & Learn series and The Great Read, that support community participation and interaction
 - D. Provide space for community members and organizations to meet
 - E. Provide opportunities for interaction among residents
 - F. Connect residents with information about other entities and organization through resource referrals and community information links

**Strategy #3
Stewardship**

The Plainfield community elects our Board of Trustees and expects us to maintain the highest levels of efficiency and integrity with the funds they provide to operate the Library. We practice transparent government and align our financial resources with our mission, goals and priorities. We are good stewards of the physical and financial assets entrusted to the Library.

- I. The Library Board of Trustees budgets to ensure a safe, well-maintained Library facility to meet projected growth in demand for resources, services and access to technology.
 - A. Prepare an annual budget that reflects the Library’s mission and goals
 - B. Attend Trustee training, in accordance with the Board Bylaws
 - C. Prepare a capital replacement plan

- D. Create an annual Maintenance Plan for building and grounds
- E. Train staff on Disaster and Emergency Response Plan and safety

Timeline for Evaluation & Revision

Regular evaluation of progress and updating of this strategic plan is essential to providing responsive service that continues to meet the needs of the community, as the Library's environment and financial situation changes. In the current environment, the Library's financial situation drives most decision-making. Therefore, the initial timeline for evaluation and revision is tied to the budgeting process.

Date	Task	Person(s) Responsible
April	Review of programs and services from the current fiscal year and prepare report for Trustees	Management Team
May, prior to Board Meeting	Provide written report to the Board of Trustees on the progress toward strategic plan goals and recommended changes for the new fiscal year	Library Director
May Board Meeting	Request clarifications, additional information or changes	Trustees
June, prior to Board Meeting	Provide clarifications, additional information and/or changes for inclusion in Working Budget	Management Team
June Board Meeting	Approve Working Budget	Trustees
December-January	Review programs and services for first half of fiscal year and prepare report for Trustees	Management Team
January, prior to Board Meeting	Provide written report to the Board of Trustees on progress toward strategic plan goals and recommend changes for mid-year budget (if any)	Library Director
January Board Meeting	Approve mid-year budget changes (if any)	Trustees

Summary

To meet the community's library within its means, the Plainfield Public Library District Board of Trustees made a commitment to create, adopt and implement the Strategic Plan 2011-2015. Using a process that reviewed statistics, plans and studies previously undertaken and community input, a responsive Strategic Plan, incorporating regular review and updates, was developed to meet those needs in the coming years. The Board of Trustees and management team will continue to monitor the progress of this plan. In addition, the planning process will be repeated every 3-5 years.

The strategic planning process helped build consensus about the Library's direction and provide a clear guide to focus the Library's programs, services and budget. While the Strategic Plan 2011-2015 does not make specific recommendations for Library expansion, the Board of Trustees acknowledges that this particular issue needs to be addressed in order to continue meeting the library needs of the community. The Strategic Plan 2011-2015 helps lay the groundwork for the future expansion of the Plainfield Public Library District facilities by outlining goals for programs and services to be provided in the future.

Appendix A: History of the Plainfield Library

Plainfield resident Ebenezer Nimmons died on July 4, 1919, leaving an estate of \$25,000 to the Village of Plainfield for the establishment of a tax-supported public library. The will, filed in September 1919, stipulated that the bequest be made after the death of his wife Celeste. In 1924, prominent resident George R. McClester willed his entire estate to the Village of Plainfield “for the erection and equipment of a public library.” Residents voted to establish the library in a special election held on June 9, 1925. The original 750 square foot library, located on Lockport Street, opened its doors in 1926.

In 1941, a new 2,700 square foot library was built at 705 N. Illinois Street with the proceeds of the bequest from McClester estate and the remainder of the Nimmons estate.

In 1954, the Village Library received a 160 acre farm in a charitable remainder trust from the estate of Fannie Stratton. The library operated the farm for additional revenue for many years.

In 1977, Plainfield Township created a tax-supported library to serve residents outside of the Village of Plainfield boundaries. The Plainfield Township Library contracted with other local libraries for service. In 1981, the Township Library opened a 900 square foot library located inside Grande Prairie Elementary School.

In 1988, voters approved the merger of the Village and Township libraries, becoming the Plainfield Public Library District. During that year, the Library District sold the Stratton farm and began to plan for the construction of a 27,000 square foot facility. The library purchased residences at 707 and 709 N. Illinois Street in preparation for the expansion.

Voters rejected the first expansion proposal in 1989. The project was scaled back to finish only 13,500 feet of the 27,000 square foot building in the initial phase. Voters approved the second proposal in 1990. Construction of the library addition was one of the first projects to begin following the 1990 tornado. The building was completed in 1991.

In 1993, residents voted down an operating tax rate increase for the library. Also during that year, the Village of Plainfield and library made an intergovernmental agreement requiring areas annexing to the Village to also annex to the library district if the area did not have library service. As a result of the failed operating tax increase, the library cut service hours, eliminated staff positions and froze the book budget in 1994. Over the next several years, the burgeoning residential building boom in the community allowed the restoration of these services.

In 1997, the lower level was completed using the remainder of the proceeds of the Stratton Farm. That year, the Village completed another intergovernmental agreement allowing the library to collect fees from developers annexing land to the Village.

A 1999 dispute between the Plainfield Library and Village of Plainfield over the purchase of property adjacent to the Library building was settled in early 2000. The settlement allowed the Village of Plainfield to purchase the property, to be used immediately for the construction of a parking lot, with the Library retaining the right to purchase the property at a set price in 2010.

The building and population boom in the area took off in the late 1990's and continued into the new century. In early 2003, Census 2000 figures were finally released – more than doubling the district's official population and outstripping all prior population estimates. Planning began for a library branch in a joint-use facility with the Plainfield Township Park District, based on a developer donation. However, the developer's project did not move forward, stalling the project in the planning stage.

In 2004, the interior of the library was remodeled, funded by developer's fees, to accommodate the changing needs of the community and maximize the use of space in the building. Outreach Services became an independent department within the Library, reflecting the Visioning 2003 plan goal to extend library service to locations outside the library building.

In 2006, the Library's new Long Range Plan set an approximate timeline for planning a building expansion with a target for expanding the downtown facility when the library is contracted to purchase adjacent land from the Village of Plainfield in 2010. The Long Range Plan goal to increase residents' awareness of the Library and its services led to the creation of the first Marketing Communications Plan in 2007.

Library building consultant Anders Dahlgren of Library Planning Associates worked with the Board of Trustees and Library staff to create a Space Needs Analysis in 2007 and Library Building Program in 2008. These documents formed the basis of the building expansion and operations referendum that was placed on the Spring 2009 ballot. Voters rejected the plan in April 2009.

In 2010, the building bonds from the 1990 referendum were paid off. As the nationwide economic crisis deepened, the community was surveyed on their priorities for library service in the face of budget cuts. As set forth in the 2000 settlement with the Village of Plainfield, the Library purchased the parking lot to the east of the building in 2010, the final property needed for any expansion on the Library's current site.

2011 is a planning year for the library - expansion plans are being revised for a future referendum. An interior remodeling plan is under discussion to allow services to continue to meet demand for the next 3-5 years. And this new strategic plan is in development...

Appendix B: Focus Groups

Background and Methodology

A series of four focus groups were conducted by volunteer facilitator Lorelei Blackburn during February and March of 2011 for the library district as part of its strategic planning process. A fifth group was cancelled due to the Blizzard of 2011.

The ideal range of participants for focus groups is 6-12 with each session lasting about one hour. Letters of invitation were sent to Key Influencers throughout the community, including elected officials, local PTO leadership, Plainfield Area Chamber of Commerce leadership, Friends of the Library, Plainfield Public Library Foundation Directors and supporters. Articles inviting community members to participate in the focus groups appeared in the local newspapers, both online and in print. Plainfield Community School District 202 placed the invitation in their "virtual backpack." Residents were invited to attend by postings on the Library's Facebook page and the Library Director's blog. The event was prominently displayed on the Library's web site. Pre-registration was encouraged but not required.

Each group was asked a series of questions, including:

1. What would Plainfield lack if there were no public library here?
2. What do you think are the strengths of this library? What community needs is it fulfilling?
3. What role(s) do you think the library should fill in the community? What other roles could the Library perform in the Plainfield community?
4. What do you think are the weaknesses of this library? What unaddressed community needs are there that you think the library fulfill?
5. What recommendations would you make to the library about improving its services and resources in the next 3-5 years?

The responses of the community focus groups are presented together. The responses of the Board of Trustees focus group are listed separately.

Public Focus Group Responses

What would Plainfield lack if there were no public library here?

- A part of the downtown community would be missing
- Research and technology
- A place to pick up books, movies, CDs
- Local scouting resources
- Database access
- Meeting places
- Adult, family and youth programs
- Access to other libraries and their resources
- Community cultural events
- Free high school preps (ACT, SAT)
- Storytimes
- Exercise
- Computer classes
- Language programs
- Promotion of reading and sharing
- Relaxation place
- Audio books
- Small business resources:
 - Speakers
 - Seminars
- Government entity that interacts with the community and with other government entities
- A place for people to meet and interact
- Computer access
- Family programs
- Functions and programs
- Interactions with people and community members
- Much that couldn't be absorbed by the community
- No place for kids

What do you think are the strengths of this library? What community needs is it fulfilling?

- Makes learning fun for kids
- Offers a good place for parents to take kids
- Excellent kids programming
- Dedicated and responsive Board
- Expert staff
- Adaptive to difficult economy
- Great central location
- Meeting rooms
- Online calendar
- Expansive website
- E-books

- Adult programs
 - Low impact/low stress
 - Welcoming and inviting

What role(s) do you think the library should fill in the community? What other roles could the Library perform in the Plainfield community?

- Know the community and community needs
- Keep moving and changing
- Remain adaptable to change - flexible and responsive to community needs
- Offer programming
- Offer recreational opportunities
- Place for research
- Should offer space for expansion—branches/satellites
- Taking community into the future
 - i.e.: Not just offering computer classes, but offering accessible (times/languages/skill-levels) computer classes

What do you think are the weaknesses of this library?

- Peaceful place/"quiet place to sit and to be"
- Marketing
 - Share vision more widely
 - Keep watering the seed for referendum
 - Constantly remind community of the library and its services
 - Outreach to reach a wider community—to non-users
 - Use minimal cost to better advertise programs, etc. (The library offers really valuable programs, but many people still don't know about them.)
- Lack of money
- Lack of community support
- Need to get a broader patron-base into library
- Need expanded hours—especially on Fridays and Sundays
- Website is not intuitive - need better and more intuitive website
- Technology
 - Need better instruction for technical resources in library
 - Use better advertisement to publicize the technical resources/classes already offered
- Space for
 - Programs
 - Books
 - People
 - "It's hard to find a spot."

What recommendations would you make to the library about improving its services and resources in the next 3-5 years?

- **More space**
 - Dedicated outside areas—patios, etc.
 - More room/larger building

- More parking
- Study room/game room
- Add a library sale area for a store and donations
- More working space and storage
- Room with a sink –no carpet—for messy programs
- Comfortable reading areas
- Better kitchen facilities for programs
- Stage
- Print services area
- Café/coffeehouse→consider Borders Books as a model
 - ≡ Offer a place to eat/drink/read
 - ≡ A home-like place to stay a while
 - ≡ Access to food so people can stay for extended periods of time
- **New services/Resources**
 - Room with accessible audio/visual machines
 - Redbox-type DVD vending
 - Music listening station
 - Offer more technology space or a learning center for distance learners
 - Permanent and accessible sound system
 - Offer resume review services/job fairs/resources
- **Expand services and resources**
 - More locations
 - Expanded e-books services
 - Better/larger computer labs
 - ≡ Install screen/projector for computer lab to enhance teaching space
 - More teen programs
 - Expanded Friday and Sunday hours
 - Different types of shelves→bins for flipping through books
 - Promote use of meeting rooms for public
 - ≡ Offer more rooms
 - ≡ Offer online real-time scheduling capability for reserving rooms
 - Permanent and accessible AV materials
 - ≡ E-books
 - ≡ Large screens for reading
 - More languages
 - ≡ Books
 - ≡ CDs
 - ≡ Language classes
 - College textbooks
 - E-magazines
- **Referendum alternatives**
 - Consider strip mall space for satellite
 - Consider corporate partnerships
 - Send out a questionnaire to poll other libraries who have built recently to see what they are doing/what is successful/unsuccessful

- Continue working with other community agencies to remediate space issues:
 - ≡ Partner with schools for satellite locations
 - Books
 - Programs
 - Space
 - ≡ Partner with Park District for space
 - ≡ Consider partnership with JJC/St. Francis
- Raise expansion money with fundraisers, donations and corporate sponsorships
- Take the library OUT
 - ≡ Park district
 - ≡ Coffee shops
 - ≡ Schools
- Consider renting space in library to franchise (Starbucks, etc.)
- **Referendum: The pervasive assertion from most participants was that it is not time for a referendum. They suggest using the next three to five years to get new patrons in the doors and to build support for a referendum.**
 - Concept for library's expansion goals
 - ≡ More bare-bones and practical for now to reflect the economy
 - ≡ Offer a dream section for expansion, but focus on practicalities
 - ≡ Come up with a financially responsible plan that can be added to later
 - Give tax payers a REASON to come in. Market it toward getting new patrons in who might support a referendum in the future.
 - Become relevant to more people—market technological resources, etc.
 - Justify space usage before calling for a referendum
 - ≡ Reconsider how Founders Room is used
 - ≡ Utilize creative space/place usage
 - Offer tours of PPLD and other model area libraries
 - ≡ Marketing the library to tax payers
 - ≡ Offer tours of other libraries to show possibilities
 - When it is time for a referendum, hire a consultant to represent the library in the community to gain support
 - Approach community bank to see if they will offer a loan for an extended time at a lower rate
 - Emphasize that expansion needs donations and assistance from tax payers
- **Miscellaneous**
 - Dedicated teen section—the current one has a lot of little kids in it
 - Keep up with current learning trends
 - Survey adult and teen students
 - Different, more welcoming entrance
 - More proactive staff: Encourages staff to move out from behind the desks more and onto the floor to assist patrons in the stacks BEFORE they approach the info desks
 - Digital sign on Rt. 59 with library updates and events info

Public Focus Groups

Did not complete form: 2

Age No Answer: 2

- 18 and under: 0
- 19-45: 4
- 46-64: 5
- 65 and above: 7
- Average age: 57

Marital Status

- o Now married 12
- o Widowed 3
- o Divorced 2
- o Separated 0
- o Never married 1

Race/Ethnicity

- o American Indian or Alaska Native 1
- o Asian 1
- o Black or African American 0
- o Hispanic or Latino 1
- o Native Hawaiian or Other Pacific Islander 0
- o White 15
- o Prefer not to answer 0

Employment Status*

- o Employed 11
- o Unemployed 1
- o Homemaker 2
- o Student 1
- o Retired 7
- o Unable to work 0

Library Use No Answer: 12

- o I have a library card 6
- o I do not have a library card 2

***individuals reported multiple answers**

Demographics Summary

TOTAL PARTICIPATING: 20

Gender

- o Male 10
- o Female 7
- o Prefer not to answer 1

Education - highest degree completed

- o No schooling completed 0
- o High school graduate or equivalent 2
- o Some college credit 4
- o Associate degree 3
- o Bachelor's degree 5
- o Master's degree 2
- o Professional or doctoral degree 2

Annual Household Income No Answer: 4

- o Less than \$10,000 0
- o \$10,000 to \$49,999 0
- o \$50,000 to \$99,999 3
- o \$100,000 to \$149,999 6
- o \$150,000 or more 5

Housing

- o Owned by you or someone in your household 17
- o Rented 0
- o Occupied without payment of rent 1

Residency* No Answer: 12

- o I live in the Plainfield Public Library District 8
- o I work for/own a business or organization located in the Plainfield Public Library District 1

Board Focus Group Responses

What is community?

- ≡ People
- ≡ Conglomeration of:
 - Churches
 - Schools
 - Businesses
 - Government
 - Organizations
 - Neighborhoods
 - All age groups
 - Policies
 - Libraries
 - Services
- ≡ Interrelated through some commonality
- ≡ Geography
- ≡ Shared ideas
- ≡ Interaction between ideas/opinions
- ≡ Functioning and dysfunctional communities
- ≡ Associations
- ≡ Shared negatives can bind:
 - Race
 - Gender bias
 - Ideologies

To what communities do you belong?

- ≡ Church
- ≡ Senior group
- ≡ Businesses
- ≡ Professional association
- ≡ Work
- ≡ PTO/PTA
- ≡ Historical Society
- ≡ Sorority
- ≡ Town
- ≡ Singing/Choir
- ≡ Service organizations
- ≡ Neighborhoods
- ≡ Associations
- ≡ Clubs
- ≡ Social/friends
- ≡ Friends of the Library
- ≡ Cultural:
 - Hispanic

- ≡ Online:
 - Facebook
 - LinkedIn
 - Twitter
 - Plaxo
- ≡ Work groups
- ≡ Toastmasters
- ≡ Political groups/parties
- ≡ Homeowners association
- ≡ Charitable organizations
- ≡ Lunch group
- ≡ Book club
- ≡ Travel group
- ≡ Alumni/Student organizations

Is Plainfield a community?

- ≡ Neighborhoods
- ≡ Struggles with community identity:
 - Doesn't know who/what it is
 - Expansion has negatively affected
 - Growth too quick
- ≡ Changing values
 - Individualism
- ≡ Plainfield residents used to be more supportive of community
- ≡ Fragmented
- ≡ People are busy
 - Multiple schools/school functions
- ≡ People used to know one another
 - One-on-one communication
- ≡ Neighborhood problems
 - Physical distance
 - Alienation
- ≡ Separate communities
- ≡ No association with neighbors
- ≡ Community in transition
- ≡ Sports/kids bring/encourage community

What is the role of the Plainfield Library in the community now?

- ≡ Brings families together
- ≡ Free resources
- ≡ Continuing education
- ≡ Computer access
- ≡ Womb to tomb
- ≡ Lifelong learning
- ≡ Entertainment/special events

- ≡ Outreach to:
 - Preschools
 - Schools
 - Seniors
 - Homebound
- ≡ Information repository
- ≡ Government liaisons/partnerships
 - Planning/collaboration
- ≡ Programs – free!
- ≡ Social opportunities to connect
- ≡ Come together for causes

What could be the future roles of Plainfield Library?

- ≡ Auditorium
 - Larger venue
 - Larger events
 - Banquet room/conference center
- ≡ Welcoming/inclusive
- ≡ Community hub
- ≡ Community spark
- ≡ Communicators
- ≡ Heralds of the Library
- ≡ Center of information with partners
- ≡ Advocates
- ≡ Get out more to others
- ≡ Creative spark for community support:
 - Creativity
 - Interactivity
 - Expression
 - Involvement
 - Interaction

What recommendations would you make to the Library about improving its services and resources in the next 3-5 years?

- ≡ Space in the mall/satellite facility
- ≡ Better information in the community about the Library
 - Marketing
 - More visibility
- ≡ Sell expansion to the community
- ≡ Increase interactive opportunities
- ≡ Partnerships with businesses/Village
- ≡ Continue to serve as we are now
- ≡ Prioritize needs/services
- ≡ Communicate possibilities in positive ways
- ≡ Listen to community needs

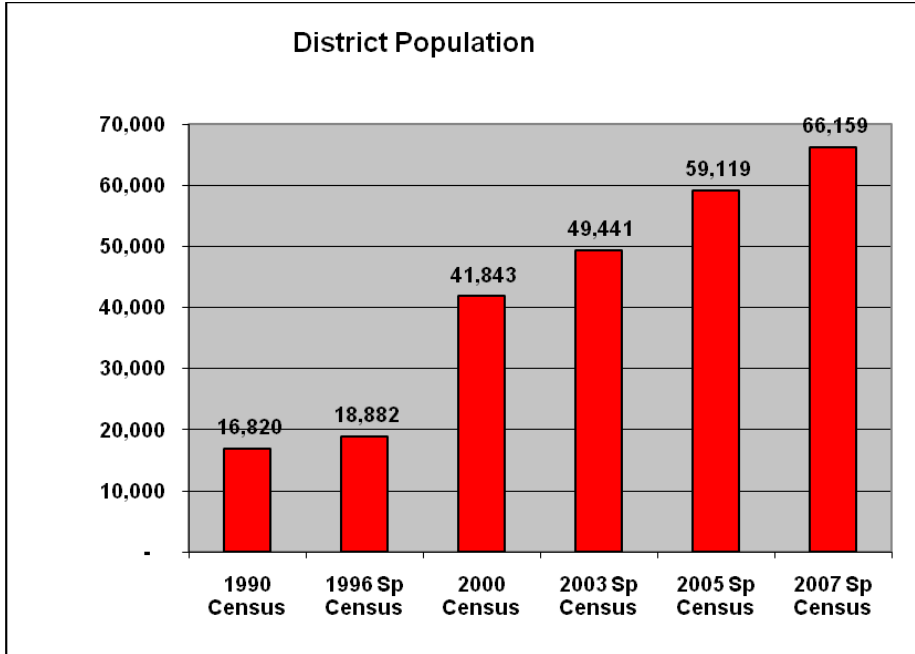
- ☞ Remain responsive to community
- ☞ Tell our story to community
- ☞ Community dialogue
- ☞ One-on-one marketing, word of mouth
- ☞ Access – getting to those who don't know, getting them into the library

Conclusions

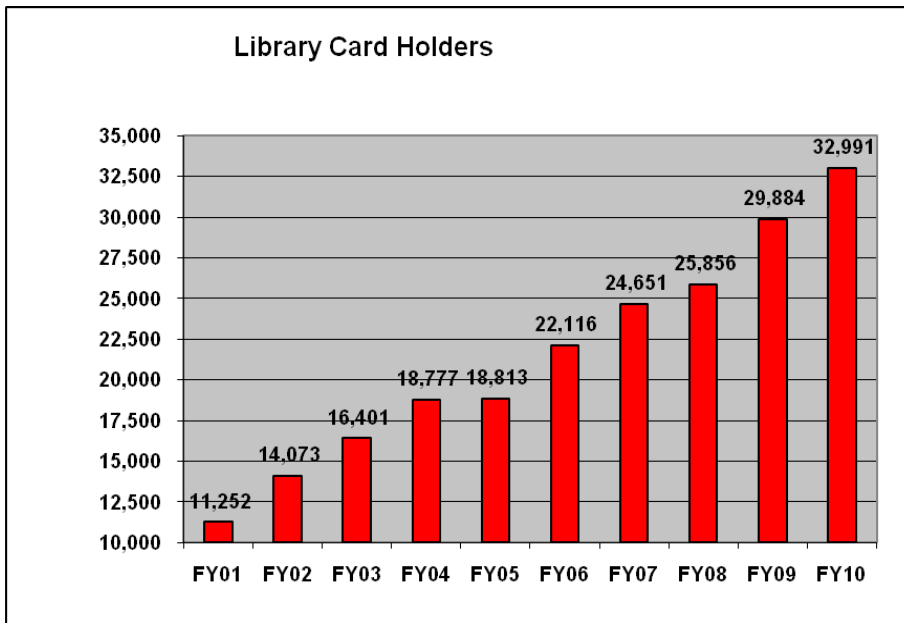
Participants in all the focus groups were enthusiastic about the Plainfield Public Library District and about what the library means to the community. They were vocal in their praise of the Library as well as having a number of suggestions for improvement, indicating a strong sense of ownership in the Library. Many expressed appreciation for being asked to participate in the focus groups and are interested in receiving information about the results of the process. The Library would benefit from ensuring that all participants receive a copy of the final strategic planning document.

All the groups discussed, as a priority for this planning cycle, the importance of publicizing the great things the Library has to offer and concerns for the current economic situation of the community. There is clearly a lack of understanding within the community of the Library's financial situation and space constraints.

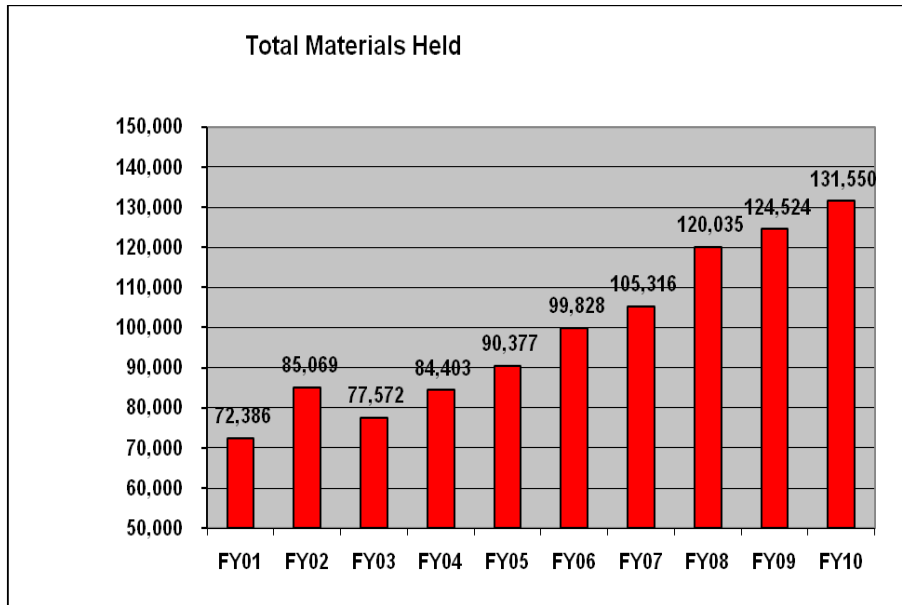
Appendix C: FY2001-FY2010 Statistical Summary



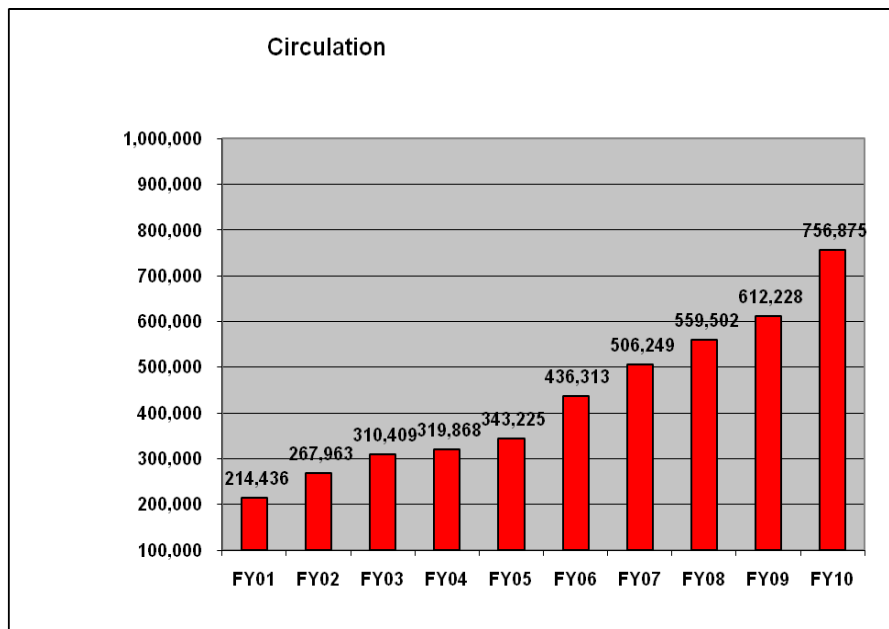
The population of the Plainfield Public Library District increased by 58% since the 2000 Census. Census 2010 figures are expected in March 2011.



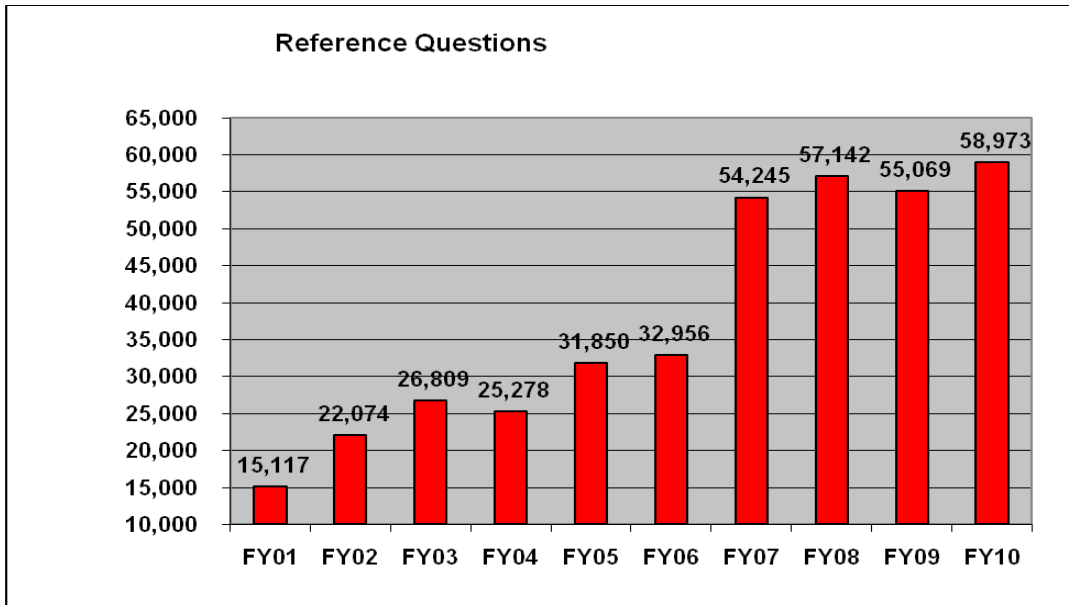
From FY2001 to FY2010, the number of cardholders increased 193%. The percentage of population with an active library card increased from 27% to nearly 50%.



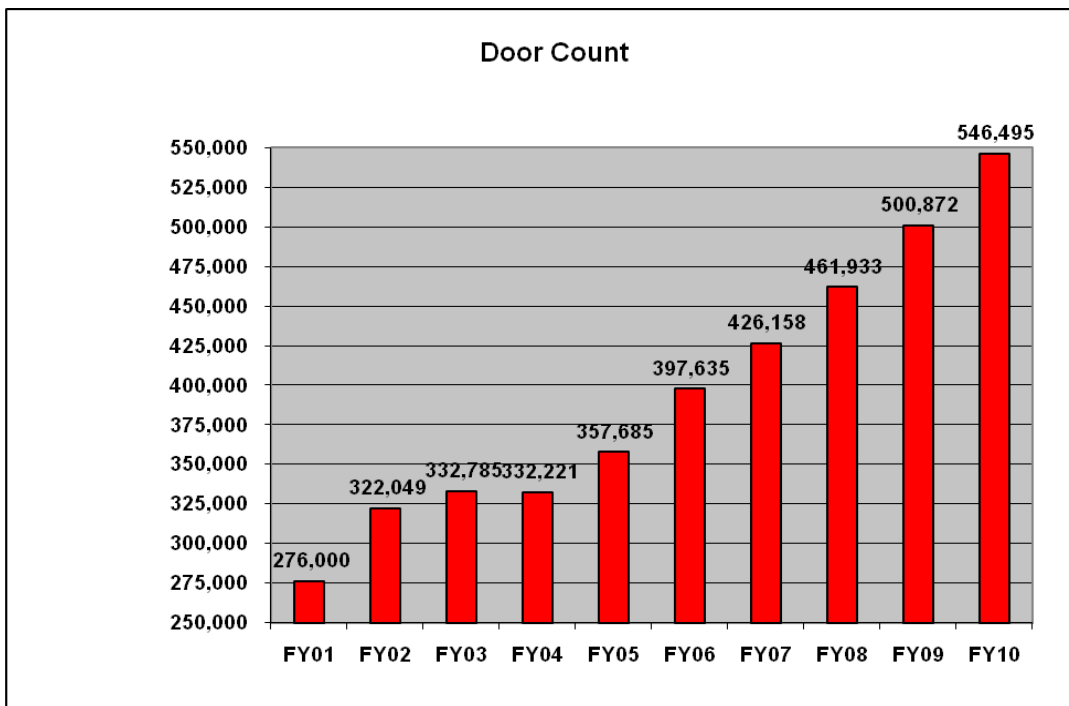
The extensive (and much-needed) weeding of the Adult collection in FY2003 is reflected here. The collection grew 82% over the ten years represented here. New collections added since FY2001 include Books on CD, Foreign Language (Spanish, Polish, Hindi and Urdu), video games, downloadable audio books and ebooks.



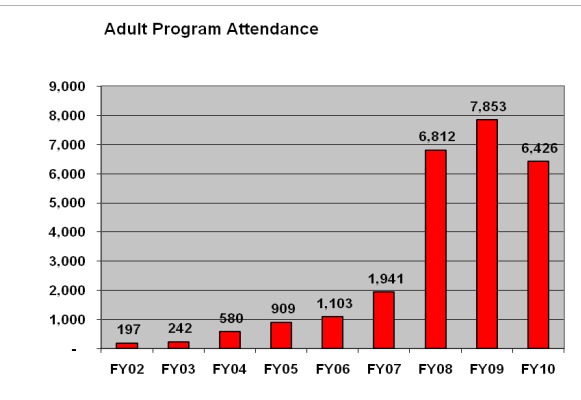
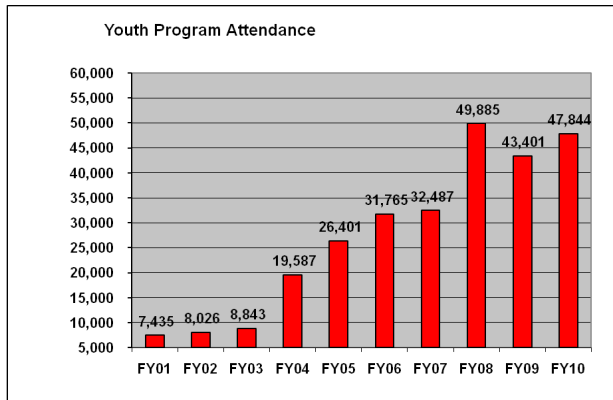
Circulation increased 253% from FY2001 to FY 2010.



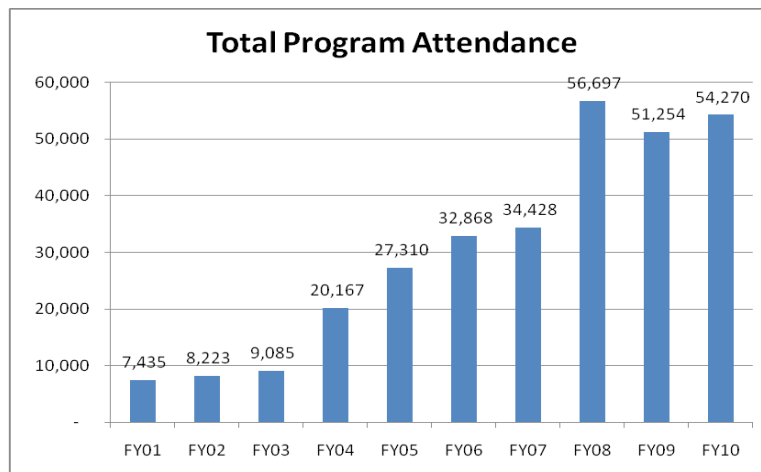
Reference questions answered by staff increased 290%. Computer help now accounts for a large number of reference questions.



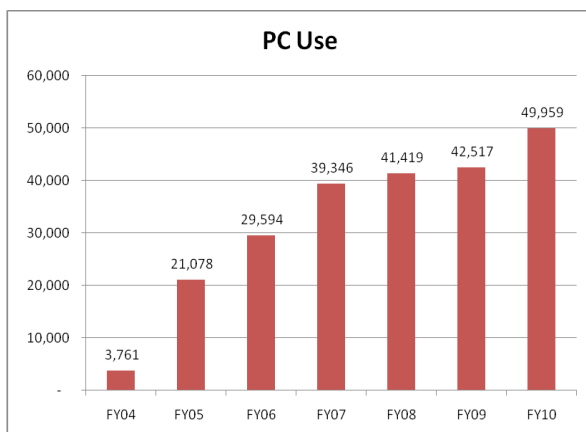
Door counts are notoriously “soft” statistics due to the inherent problems of electronic door counters. It is best to take this as an indication of increase over prior year than as a true number of visits or visitors. Door Counts increased 98% from FY2001 to FY2010.



Adult program attendance was not required on the Illinois Public Library Annual Report until FY2006. Statistics are spotty on this prior to FY2002. Between FY2006 and FY2008, IPLAR definitions shifted young adult programs from Youth to Adult programs. Youth program attendance increased 543% from FY2001 to FY2010. Adult program attendance increased 3,162% from FY2002 (the first year available) to FY2010.



The establishment of the Outreach Department in FY2004 and the impact of the Long Range Plan approved in FY2007 that focused on outreach and programming are evident in these statistics. Overall program attendance increased 630% from FY2001 to FY2010.



PC Use increased 1,228% from FY2004 to FY2010. This highlights the changing role of the Library as demand for access to computers and the Internet has become integral to our mission.

Acknowledgements

The Plainfield Public Library District would like to thank the following people who aided in the planning effort:

- ≡ The Community of Plainfield for its participation in the focus groups and surveys
- ≡ Volunteer focus group facilitator Lorelei Blackburn
- ≡ The Board of Trustees
 - Sharon Kinley, President
 - Dr. Patricia Miller, Vice-President
 - Robert Allen, Secretary
 - Mary Frances Wilkens, Treasurer
 - Terry Cottrell
 - Mina D. Green
 - Mary Stevens
- ≡ The Library staff, especially the management team:
 - Julie M. Milavec, Library Director
 - Lisa Y. Pappas, Assistant Library Director
 - Kathy Boreham, Head of Technical Services
 - Ceil Carey, Outreach Services Coordinator
 - Veronica DeFazio, Head of Youth Services
 - Judy Hodges, Head of Circulation
 - Michelle Roubal, Head of Reference and Readers Services
 - Craig Spangler, Head of Maintenance
 - Debbie Maxwell, Administrative Assistant

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Customer Service Handbook, Plainfield Public Library District, Plainfield IL, 2008

FY2001-FY2010 Statistical Summary, Plainfield Public Library District, Plainfield IL, 2010

Library Space Needs, Plainfield Public Library District, Library Planning Associates, Normal IL, 2007

Marketing Communication Plan for Plainfield Public Library District, Landes & Associates, St. Louis IL, 2007

The New Planning for Results: A Streamlined Approach, by Sandra Nelson; American Library Association, Chicago, 2001.

Plainfield Library Voter Survey July 2010, Victory Enterprises, Peoria IL, 2010

Plainfield Public Library Brand Identity, Landes & Associates, St. Louis IL, 2007

Strategic Planning and Management for Library Managers, by Joseph R. Matthews; Libraries Unlimited, Westport CT, 2005.

Web-based Resources:

<http://www.plainfield-il.org/business/demographics.php>

<http://development.plainfield-il.org/demographics.php>

<http://development.plainfield-il.org/docs/Consumer-Propensity-Report.pdf>