

Silvis Public Library Strategic Plan 2024 - 2029



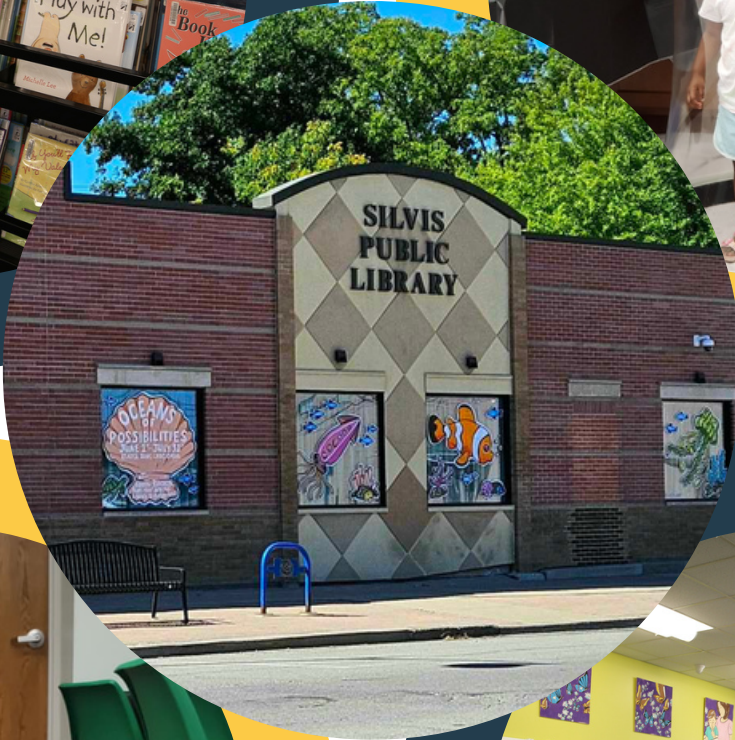
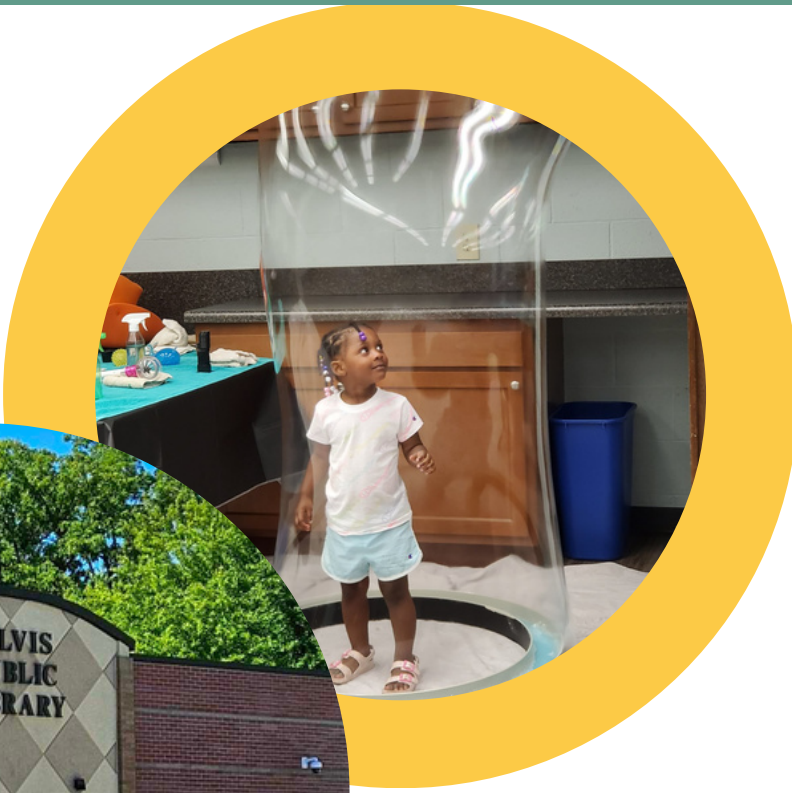


Table of Contents

4	Introduction
5	Review of Process
6	Vision and Mission
7	Strategic Directions
10	Next Steps

Introduction

Silvis Public Library is a vital resource for the community. Its dedicated staff, engaged patrons, and vibrant services create a welcoming and inclusive community space. To align its resources with the emerging priorities of the community, the library has undertaken a comprehensive strategic planning process incorporating feedback from community members and stakeholders. Implementing a new strategic plan will allow the library to focus on expanding awareness and engagement that support its important role in the community; implementing responsive core services that support a personalized patron experience; and cultivating a strong internal organization for long-term growth and sustainability.

Silvis Public Library initiated a strategic planning process that began in May 2023. Fast Forward Libraries LLC was engaged to facilitate the planning process in three phases: *Learn, Dream, Do*. The *Learn* phase holding staff and Board feedback sessions, conducting a community survey, and leading focus groups. In the *Dream* phase, the Board and staff discussed possible future priorities for the library. This strategic plan will guide the library through the *Do* phase, as the library executes its vision for the future.

Review of Process

During the process, we spent months learning about community needs and developing strategies to advance the SPL mission over the next five years.

May 2023	Process kick off
June-Aug. 2023	Community survey; Board and Staff survey; Focus groups
September 2023	Learning Report; Board and Staff retreats
October 2023	Plan development
November 2023	Plan review and presentation to Board; transition to implementation

Vision

Read, Learn, Grow



Mission

We enrich our community through access to inclusive resources and creative experiences that encourage lifelong learning and connection.

Strategic Direction 1

EXPANDED COMMUNITY ENGAGEMENT

We reach out to our community and meet them where they are while building connections through collaborative work with local partners. Our community will be better informed about all the library offers and will find value in the library's growing services and resources.

Goals

- 1.1 Expand Outreach Services and Partnerships
- 1.2 Maximize Communication to the Community

Desired Results

- Increase in overall library usage
- People know what the library offers and value the library
- Growth in partnerships
- Other organizations look to the library for help/resources
- Increased social media presence and engagement, i.e., number of posts, likes, shares

Strategic Direction 2

RESPONSIVE AND INCLUSIVE CORE SERVICES

A public library's core services should be responsive to the needs of the community. We will provide programs, services, and collections that represent the diversity of our community and focus on intentional ways to offer excellent customer service that builds relationships.

Goals

- 2.1 Implement Community-driven Programming and Services
- 2.2 Enhance and Diversify Collections
- 2.3 Focus on Personalized Patron Experience

Desired Results

- People feel their culture and interests are represented in library programs, services, and collections
- People report programs are fun and memorable
- Increased attendance at programs and circulation
- People can find what they need at the library
- People feel supported/heard and have a sense of belonging at the library

Strategic Direction 3

STRONG STAFFING AND ORGANIZATIONAL SUSTAINABILITY

We support an overall culture of learning and growth and will prioritize advocacy and funding that lead to sustainable progress. Our organization aspires to provide staffing and professional development that allows for expansion of services that meet the community's needs.

Goals

3.1 Prioritize Staff Learning and Growth

3.2 Cultivate Future Sustainability

Desired Results

- Retention of quality staff aids in consistency of service to the public and allows us to make progress on goals
- High staff morale; staff feel supported and report confidence in their roles
- The library is prepared for future growth
- The community understands why and how the library can grow

Next Steps

Implementation and Evaluation



Now that this plan has been adopted by the Silvis Public Library Board of Trustees, library staff will develop annual activity plans to guide implementation. Implementation is a continual process. The timing of certain activities will be determined by priority and influenced by a variety of factors, such as funding and other resource allocation. Review and adjustment of the activity plan will happen regularly.

A complete evaluation framework will be developed once the activity plans are finalized. Evaluation of the plan will be ongoing once plan implementation is underway. The plan's status and implementation will be reported on a regular basis to Trustees and stakeholders.

