Sycamore Public Library Strategic Plan
2019 - 2024

VISION
Sycamore Public Library is the heart of a vibrant community where people come together to explore, experience, & learn.

MISSION
We promote curiosity, encourage development of 21st century skills, & foster a sense of community through engaging & responsive collections, programs, services, & spaces while being careful stewards of our resources.

VALUES
We Value Our:
- Historic Carnegie Building
- Diverse Community Members & Partners
- Creative & Enthusiastic Staff

STRATEGIC PRIORITIES
- Develop & implement a capital improvement plan to meet the library’s short & long-term goals
- Enhance collaboration with community partners to expand library programs & services
- Capitalize on modern technology to meet evolving & emerging patron needs
- Develop & implement a financial plan to meet the library’s short & long-term goals
- Create a cohesive branding strategy to promote the library within the community
- Apply user-centered design to maximize use of our public spaces
- Cultivate dynamic collections, programs, & services that are responsive to community needs
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YEAR ONE GOALS

1. Identify necessary building improvements/maintenance & prioritize projects.
2. Create a plan to fund future capital needs.
Develop & implement a capital improvement plan to meet the library’s short & long-term goals

**Enhance collaboration with community partners to expand library programs & services**

Capitalize on modern technology to meet evolving & emerging patron needs

Develop & implement a financial plan to meet the library’s short & long-term goals

Create a cohesive branding strategy to promote the library within the community

Apply user-centered design to maximize use of our public spaces

Cultivate dynamic collections, programs, & services that are responsive to community needs

**YEAR ONE GOALS**

1. Modify existing policy to allow students attending Sycamore Schools to get a library card.
2. Strengthen partnerships between library staff & community members/organizations.
3. Use the Book Bike to enhance outreach activities.
**STRAIGHTЕGIC PRIORITIES**

1. **Develop & implement a capital improvement plan to meet the library’s short & long-term goals.**
2. **Enhance collaboration with community partners to expand library programs & services.**
3. **Capitalize on modern technology to meet evolving & emerging patrons needs.**
4. **Develop & implement a financial plan to meet the library’s short & long-term goals.**
5. **Create a cohesive branding strategy to promote the library within the community.**
6. **Apply user-centered design to maximize use of our public spaces.**
7. **Cultivate dynamic collections, programs, & services that are responsive to community needs.**

**YEAR ONE GOALS**

1. Provide access to & assistance with current software applications on computers & devices.
2. Explore & implement technology platforms for staff that improve efficiency & increase collaboration.
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YEAR ONE GOALS

1. Partner with the Friends of Sycamore Public Library group to create a fundraising strategy.
2. Explore possibilities for additional revenue streams.
3. Consult a banking expert/financial planner to review investment options.
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YEAR ONE GOALS

1. Create and implement a plan to convey the story & value of the library.
2. Revise library policies to reflect ALA’s Library Bill of Rights & Intellectual Freedom tenets.
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YEAR ONE GOALS

1. Conduct a space utilization study to improve use of library spaces.
2. Identify and implement short-term strategies to create quiet spaces within the library.
3. Create a plan for remodeling the space in the Joiner History Room.
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YEAR ONE GOALS

1. Reorganize collections using the bookstore (genre) model.
2. Increase access points to library collections & services.
3. Conduct a community survey to better understand needs.