

Smithton Public Library District
Strategic Plan
In effect FY2022 TO FY2027

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Prepared by the Strategic Plan ad hoc Committee

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Executive Summary

The core services of the Smithton Public Library District have been defined as cultural, literacy oriented, and technological in nature. After analyzing the current service level of the library as compared to its peers and the standards of the Illinois Library Association and Illinois State Library, a number of goals have been developed to meet the service needs of the library's growing population and to provide the staffing and facilities to successfully achieve those goals. The goals detailed in this strategic plan are considered essential to the provision of library service to residents of the library district.

Mission

The Smithton Public Library District provides a gateway to information resources with the goal of building community, promoting education, and nurturing a lifelong love of reading.

Vision

The Library is a primary resource for the pursuit of lifelong learning and knowledge.

Values

Access • Intellectual Freedom • Outreach • Service • Stewardship

Core Services

The Library provides a wide variety of resources and services to the community. These services fulfill the mission of the library while adhering to the values of the library.

The core services of the Smithton Public Library District are:

- Cultural
- Literacy oriented
- Technological

Analysis

To compose a complete picture of the library's services, the committee performed a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis and also considered the standards defined by the Illinois Library Association and the Illinois State Library in *Serving Our Public 4.0: Standards for Illinois Public Libraries*.

SWOT

Helpful to Objectives

Harmful to Objectives

Internal

Strengths

- Location
- Modern Collection
- Committed/Caring Staff
- Patron Service
- Financially sound
- Library System membership
- Summer Reading Program
- Online Computer Library Center (OCLC) membership*
- Friends of the Smithton Public Library District activities

Weaknesses

- Facilities
- Lack of Adult Programs
- Lack of Young Adult Programs
- Community Awareness

External

Opportunities

- Outreach
- Annexation
- Relationship with local schools
- Integrity Healthcare of Smithton relationship
- Individualized Library Services

Threats

- Technology developments
- Future Funding Issues (grants, and taxes)
- Legislation

*OCLC allows the Smithton Public Library to order items throughout the state of Illinois for our patrons.

Level of Service

The Smithton Public Library District will work to provide services appropriate for the district's growing population.

Core Service: Culture

To better serve the library's diverse patron base, the library will develop a program schedule that is focused on community needs and includes programming for Children, Young Adults, and Adults.

Goals:

- Children's Programming (birth – 12 years old)
 - Story times will be held on a set schedule
 - The Summer Reading Program & Winter Reading Program will continue to be emphasized.
 - Additional programs designed for children will be developed
- Young Adult Programming (13 years old – 17 years old)
 - Efforts will be made to create a Teen Advisory Board
 - Teens will be recruited to volunteer at the library to assist with teen programming
 - Teen technology volunteers will be cultivated to assist in technological literacy programming
 - The Library will participate in Teen Read Week programming
 - An effort will be made to spotlight local young adults' achievements at the library
 - A Teen Representative/Liaison position will be created to serve alongside the Smithton Board of Trustees
- Adult programming
 - The library will support book clubs
 - Guest speakers from within and outside the community will be invited to the library for educational purposes
 - Instructional group programs will be offered (basic computer classes, social media, genealogy, etc.)
 - One-on-one instruction is offered through Book-A-Librarian for topics such as technology, ebooks, internet, and email help
 - The Library will encourage cultural programming for adults (music entertainment, Pinochle, Mahjong, Ukulele classes are a few ideas)
 - The library will explore outreach opportunities in the community for adults. (Homebound Outreach Program)
- Community Partnerships
 - The Library will work to collaborate with community organizations
 - The Library will seek opportunities to work with the Smithton Community Consolidated School District #130 & St. John the Baptist Catholic School, and local daycares.
 - The library will explore outreach opportunities in the community for all ages.

Core Service: Literacy

- All library programs will seek to promote reading and life-long learning
- The Library's collection (in all formats – both print and digital) will be developed to a level appropriate for the library's service population.

Core Service: Technology

- The library will work to improve access to the Internet by investigating faster Internet connection opportunities.
- The library will explore new technologies as they come into common use and utilize them in the provision of library services as appropriate. In order to do this, the library must stay current on the technological trends of the library profession.
- The Library will continue to circulate mobile internet hotspots.

Fundraising and Advocacy

For the purposes of fundraising and advocacy, a Friends of the Smithton Public Library District group has been established. Both the library and Friends group can seek out grant opportunities.

Staffing and Facilities

Adequate staffing and facilities are essential for the provision of service to the library's patrons. The Board of Trustees will examine the facility and staffing needs of the library on a regular basis and take action when appropriate.

FY2027 and Beyond

The strategic plan should be reviewed and updated periodically by a committee appointed by the Board, in coordination with the Library Director. This strategic plan is in effect until replaced by board action.