BACKGROUND INFORMATION

On July 23, 2015, after an intensive self-examination and development process, the Board of Trustees of Geneva Public Library District (GPLD) approved a strategic plan outlining service priorities for a period of three fiscal years (2015-2018). Annually, the plan was reviewed and actions for achieving long range goals and objectives were developed. Over the past three fiscal years, GPLD made significant progress in realizing our vision of being a valued and innovative community resource for empowering residents to seek knowledge, create ideas, and achieve dreams.

Over the course of the strategic plan period funding for the construction of a new 57,000 square foot facility was voter approved, and design and construction of the new building emerged as high priority (ahead of intended schedule from when the plan was drafted). Construction is expected to begin in summer 2018; the new facility is projected to open in late 2019; and the existing building will be sold. Simultaneously, operational planning for the new facility along with developing workflows to expand services afforded by a new facility has and will continue to consume much attention. These priorities will need to be addressed while continuing to provide a high level of day to day service in the existing facility.

Initiatives defined during strategic planning focused on using space flexibly, leading innovation, making the library easy and convenient to use, and enhancing community connections. These have been reviewed for ongoing relevance, and this supplement, reviewed and approved by the Board of Trustees on June 27, 2018, seeks to update priorities set forth in the expiring plan and serve as an ongoing roadmap leading to the new building. A review of progress to date, completed actions and outcomes, and ongoing priorities and potential future actions are provided herein. This supplement will extend the length of the original plan from three fiscal years (2015-2018) to five fiscal years (2015-2020), or longer if needed and Board approved. Actions for meeting defined goals and objectives will be developed and reported on annually.
**SPACE INITIATIVE:**
Provide a well-maintained facility with FLEXIBLE SPACE to accommodate the ongoing needs of our community

**Update:**
Significant progress was achieved for the provision of flexible space, however many actions related to renovation and/or reconfiguration of spaces in the existing facility were abandoned after a successful building bond referendum. Planning, funding, and constructing a new library designed to flexibly meet the needs of 21st century library users has taken center stage. No further action will be focused on the existing building other than ongoing and required maintenance.

**Completed actions and outcomes:**
   a. Individuals and groups enjoy using the variety of spaces and zones available at the Library for a wide range of activities, including: quiet reading and study space, mobile computing, collaborating, and community meeting space; the Collaboration Zone and Middle Ground were launched as incubator spaces for engaging with new audiences and are being used to inform design of and services in the new facility
   b. Building maintenance, safety drills, and inspections are routine; documentation is up to date; staff training is ongoing
   c. A strong community engagement effort was undertaken to plan for a new library and share information about funding needs; detailed design and bid documentation for a new 21st century library is completed and tax funding has been secured; approximately $10 million in bonds were issued with two additional bond issues planned; a general contractor has been selected and construction will begin imminently; philanthropy opportunities are being pursued

**Ongoing priorities and potential actions:**
   a. Work with architects, owner’s representative, and general contractor to oversee construction of new building on time and within Board approved budget; work with financial advisors to complete bond issuances and coordinate investment opportunities; work with Park District officials to plan and install new playground
   b. Develop furniture and signage plan; prepare existing collections, records, etc. for move; complete storage cleanout; hire movers and coordinate relocation of Nick Bottom sculpture
   c. Identify and empower Transition Team to coordinate relocation needs, programming schedule, system downtime, building closure, internal and external communication plan, dedication and grand opening celebration(s), etc.
d. Prepare existing facility for sale; photograph and preserve historical record of existing library; document and publicize construction of new facility

e. Review and update all building and maintenance related contracts, including HVAC, grounds and parking lot maintenance, warranty inspections, vending services, cleaning services, commercial insurance, etc.

f. Develop new procedures and update all documentation related to emergency preparedness, safety inspections, routine maintenance, etc. for new facility
INNOVATION INITIATIVE:
Lead and foster INNOVATION in our community

Update:
Staff is knowledgeable, engaged, and patron-focused. Patrons have access to a variety of innovative programming and resources allowing them to experiment, create, and work in a digital world. Technology is used to support the needs of the organization, and should continue to be prioritized for greatest staff efficiency and patron service.

Completed actions and outcomes:

a. Patrons of all ages enjoy participating in and engaging with a wide variety of programming and experiential learning opportunities, including: a dramatic play area, STEAM Station, maker and crafting activities, technology classes, and more; a Creation Spaces Planning Report was developed to guide future service offerings in a new facility, document planning principles, and outline staffing, policy, and procedural needs.

b. Patrons enjoy convenient 24/7 access to digital resources, including: databases, downloadable resources, and streaming content, and checking out a wide variety of equipment, including: laptops, tablets, e-readers, digital conversion resources, projectors, etc.; digital conversion equipment and classes are extremely popular, and learning opportunities are supplemented with one-on-one appointments.

c. Families enjoy using new collections with curated groups of resources, such as STEAM kits and early literacy backpacks, and nontraditional and newer formats, such as board games and Playaways.

d. A Technology Plan was developed to guide service priorities; staff technology competencies were defined; staff has access to software and resources for connecting and working in a digital world, including: upgraded MS Office and email, collection selection and analysis tools, Board packet management software, online ordering, etc.; managers have docking laptops that allow remote work opportunities; a technology zoo is available with a variety of equipment and devices for both staff experimentation and use in programming.

Ongoing priorities and potential actions:

a. Explore and develop plans for technology upgrades and/or additions needed to communicate and provide patron service in a larger facility, including: cloud based phone system, technology reservation system, wireless printing, patron and staff communication systems, etc.; develop lending procedures for larger collection of digital equipment with goal of accommodating advance reservations.
b. Develop and plan new IT infrastructure and architecture, including: server configurations, standard desk and staff workstation configurations, audiovisual components for meeting rooms and shared spaces, copying and printing for staff and patrons, etc.; develop sustainable model for file sharing, including: naming conventions, backup requirements, collaboration opportunities, etc.

c. Identify and work with Organizational Analysis Consultant and Steering Committee to review current staffing levels and organizational priorities; identify ongoing and future needs related to enhanced service opportunities, including but not limited to: expanded facility and technology support, increased programming for all ages and stages of life, and support for evolving customer needs (automated material handling, drive up window, roaming service, etc.); develop recommendations for staffing levels and organizational structure(s) for meeting ongoing and future needs within constraints of tax supported operational budget; draft and execute implementation plan, including: staff training objectives, updated job descriptions, hiring needs, change management strategy, etc.

d. Develop staff knowledge regarding data measurement, analysis, and visualization to facilitate informed decision making and elevate reporting competencies; review all existing policies and update as needed
CONVENIENCE INITIATIVE:
Deliver excellent service to our community with maximum ease and CONVENIENCE of use

Update:
Service delivery models were reviewed and continue to be tweaked to maximize ease and convenience of use for patrons. Without major infrastructure investments no further measurable difference is likely to be realized in the existing facility. Priorities now focus on preparing for enhanced service offerings in a new facility equipped with user conveniences such as parking, drive-up window, browseable collections, technology enabled meeting spaces, barrier free service desks, etc.

Completed actions and outcomes:

a. Collections were right sized based on usage data, and merchandised for greater visual appeal; user experience for the discovery of materials was maximized through alternative arrangements, such as genre classification for DVDs, child friendly picture books themes, color coded reading levels of readers, etc., and the introduction of new collection categories, such as adult biographies, student skill builders, etc.

b. Automatic renewal of materials and library cards was implemented to maximize convenient use of the Library and materials; book club service launched to provide resources and direct support to community reading groups; personalized reading lists are available on demand

c. Migration to the SWAN consortium is complete and users have access to collection resources available at 97 member libraries; local practices were reviewed to accommodate new or different services, such as centralized cataloging, quarterly billing, delivery modifications, acquisitions, reporting, interlibrary loan, connectivity, etc.; policies and procedures were updated accordingly

d. A fully redesigned website and event calendar system were implemented using the Communico platform; this platform enables full content integration and will serve as the basis for creating digital room signage in the new facility; additionally, the reservation system is used for online room reservations and will be expanded to include additional spaces available in the new building

e. Coffee and cocoa were made available for patron consumption as a courtesy with donation; usage is monitored for ongoing budgeting purposes; staff support of this service is minimal

f. Service desks were optimized to the extent possible within existing configurations, including: desk closures during non-peak hours, use of concierge and roaming service models, rebranding of Information and Reader Services patron assistance points, new placement of the Reader’s desk, and updated signage
g. Retrospective conversion of all materials with RFID enabled tags is underway; upgraded self-checks and staff terminals will be deployed after conversion is complete

**Ongoing priorities and potential actions:**

a. Complete RFID tagging conversion; implement RFID enabled self-checks; develop specifications for automated material handler and security gates; develop operational procedures as needed, including: integration of multi-platform consortium holds, location setting for holds pickup (lobby versus drive-up), and sorter management; train staff on new procedures

b. Implement all available features for content sharing available through the Communico platform, including: implementation of mobile app, brochure creation, digital room signage, etc.; develop content and updating standards for website to ensure currency and unified voice; analyze website traffic to optimize user experience

c. Complete collection reorganization projects for face out shelving arrangements; address existing desk and workspace clutter; develop plans for updated service desks focused on: barrier free service, instructional patron engagement, and maximum flexibility
CONNECTIONS INITIATIVE:
Promote community engagement through strong CONNECTIONS and partnerships

Update:
Engagement with community partners and stakeholders is strong. Library branding is fresh and vibrant. Communications, using a wide variety of channels, are professional and present the Library as a vital community resource. Connections with targeted populations have grown and continue to be nurtured.

Completed actions and outcomes:

a. An Outreach Plan outlining potential community partners was drafted and used to guide efforts for developing relationships with local schools, preschool groups, special needs populations, homebound patrons, and the local business community; the Plan was recently updated with a stronger focus on engagement and relationship building; outreach to identified groups with known conduits for accessing them is ongoing and relationships continue to grow; efforts to engage identified groups that do not have known conduits, such as homeschooling families and new parents, have proven elusive

b. A Marketing Plan outlining strategies for engaging with community members using a variety of marketing channels was developed; strategic use of social media, targeted email communications, and a variety of print resources are routinely used to inform community members about service offerings; Library branding was updated; procedures for internally requesting graphic design and marketing support were developed and implemented

c. School outreach is strong with ongoing school visits and participation in afterschool enrichment programs; relationships with targeted age groups identified during strategic planning, including: middle schoolers, high schoolers, and adults in their 20s and 30s, continue to grow as a result of a multifaceted marketing approach, age appropriate and interest specific programming and collections, and ongoing communications; efforts to engage with the local school district to offer library cards to non-resident teachers and students via an intergovernmental agreement was met with disinterest; new efforts to provide support to teachers will focus on providing service via established school channels such as LRC directors

d. Engagement with seniors and other people who cannot physically visit the Library is accomplished through home visits, mobile library visits to senior or assistive living facilities, and a variety of programming opportunities held at off-site locations; partnerships were developed with residents and staff at GreenFields of Geneva, The Reserve of Geneva, Batavia Rehab, Bria of Geneva, Arden Courts, Senior Center, and Joshua Tree Community
e. Support to the small business community includes the provision of collaborative work space and ongoing topical programming; relationships with local business owners and community stakeholders were strengthened with ongoing representation and participation in the Chamber of Commerce networking events and local service groups.

Ongoing priorities and potential actions:

a. Implement and continue to review plans for connecting with our community, including actions outlined in the most current Marketing Plan and recently updated Engagement Plan.
b. Work with community arts groups, such as the Art Guild and Cultural Arts Commission, to explore opportunities for featuring public art in and around the new library and to develop relationships for artist in residence programming opportunities.
c. Continue to work with Friends of Geneva Library, Geneva Library Foundation, and capital campaign donors to develop and sustain philanthropic opportunities for library support.
d. Develop updated branding, signage, print materials, photos, etc. needed for promoting the new facility, expanded service opportunities, and audience engagement.
e. Train staff to serve as library ambassadors, provide building tours, and welcome community members to their new library.
SUMMARY

GPLD has a history dating back more than 100 years; change and transformation is what keeps an organization relevant and vibrant. GPLD is poised to move to a new facility and continue its growth. Efforts over the past three years to work flexibly, innovate, provide easy access, and connect with the community have led to this point in time and will continue to drive funding decisions and actions.

A new building is a launching point for expanded services and opportunities. It will be double the size of the existing facility at approximately 57,000-square-foot building and have 76 off-street parking spaces, drive-up convenience, a variety of meeting areas, community art gallery, and outdoor reading spaces. The Library will feature an enhanced children’s area with developmentally appropriate collections, play areas, and learning opportunities for children from birth through eighth grade. Teens and adults will have access to a wide variety of library materials and enjoy spending time in the quiet reading and study spaces. Additional opportunities for collaborating, using technology, and experimenting in lab spaces (Digital Media Lab, Makerspace, Science/Cooking area) will give community members the opportunity to connect with one another and create in a digital world.

Strategic planning and targeted actions will help us: continue to serve our mission of connecting our community to discover, inspire, and grow through a period of transition; lead us to a new location with the space needed to appropriately serve our community; and develop sustainable practices for welcoming community members to their new library with a level of service that GPLD is known for. A new building is not the destination; it’s the start of the next chapter, with many more chapters still to come. Leadership, teamwork, positive accountability, and flexible mindset are all crucial as we continue our journey.