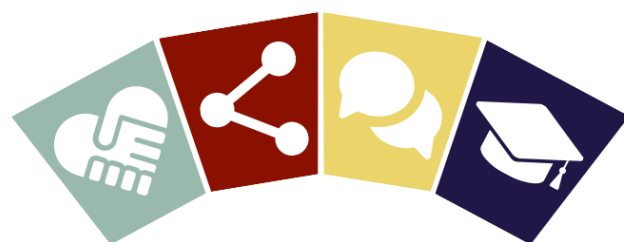


STRATEGIC PLAN 2022-2024

YEAR ONE GOALS



WELCOME

- **Create and maintain a welcoming environment for all**
 - Create adaptable spaces and integrate new directional signage
 - Use User Experience (UX) best practices, that will give us a deep understanding of our users to evaluate spaces and adjust as necessary.
 - Collaborate with the Library Foundation on the development of a planned outdoor space
 - Address building leak issues
 - Conduct a Capital Needs Plan
- **Enhance staff competencies and internal communications**
 - Develop a cross-training process for all patron-facing positions
 - Create an online repository for staff access to internal procedures and policies
- **Enhance equity, diversity and inclusion throughout the Library**
 - Investigate broader diverse resources to ensure purchasing of diverse materials
 - Provide at least two cultural events/programs per calendar year
 - Utilize library spaces and resources to showcase voices in the community in various displays
 - Increase staffs' awareness of cultural competencies through training and ongoing conversations
 - REaD Committee will research programming and service opportunities
 - Develop a process to ensure website ADA accessibility
 - Research materials in various languages for all ages



CONNECT

- **Engage and connect with the Community**
 - Develop an annual outreach calendar and staffing plan
 - Establish processes and highlight Homebound Delivery options
- **Develop partnerships that foster deeper community ties**
 - Job skills training and job seeking assistance for adults will be offered on an ongoing basis.
 - Develop a process for asking community members about their expertise
 - Reach out to local organizations and businesses to discuss how our missions could complement one another.
- **Preserve and promote Chatham's history and heritage**
 - Migrate digital local history collections to the Illinois Digital Archives (IDA)



COMMUNICATE

- **Promote the services and materials the Library has to offer**
 - Conduct marketing audit, develop marketing plan and evaluate its effectiveness
 - Enhance meeting room services, including an opportunity to connect with each booking about the services provided by the Library and deepening our connections with each organization/business
- **Facilitate dialog between community members**
 - Complete additional Community Conversations to enhance understanding of the needs of our community
 - Identify gaps and highlight stakeholders and library advocates in the key community areas
 - Coordinate week-long social media takeovers by community stakeholders



EDUCATE

- **Enrich resources, services, and spaces to encourage and inspire lifelong learning**
 - Enhance adult literacy materials and resources
 - Introduce STEAM storytimes and programming for children
- **Expand non-traditional materials of various types**
 - Increase Library of Things offerings
 - Create difficult conversation kits for families dealing with trauma or loss