



MORTON GROVE
PUBLIC LIBRARY

STRATEGIC PLAN
2024 - 2026





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PUBLIC LIBRARY**



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Introduction

Morton Grove Public Library is a vibrant resource for the community. Its dedicated staff, engaged patrons, and vital 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 providing a wide variety of responsive collections, programs, and services; expanding collaborative partnerships; maximizing library spaces; prioritizing inclusion and belonging; and nurturing innovation and a positive team culture.

Morton Grove Public Library initiated a strategic planning process that began in early 2023. Fast Forward Libraries LLC was engaged in April 2023 to facilitate the planning process in three phases: *Learn, Dream, Do*. The *Learn* phase entailed forming a Planning Team to guide the process, holding staff and Board feedback sessions followed up by a survey, and conducting a community survey. In the *Dream* phase, the Board and staff talked about possible future priorities for the library during retreat sessions. This strategic plan will guide the library through the *Do* phase, as the library executes its vision for the future.



Review of Process

The Planning Team spent months exploring community needs and developing strategies to advance the MGPL mission over the next three years.

May 2023	Planning Team kick-off meeting
July 2023	Community survey
August 2023	Board and Staff kick-off meetings, Board and Staff survey
September - October 2023	Community interviews, Learning Report, Planning Team meeting
November 2023	Board and Staff retreats, Planning Team meeting
December 2023	Plan development
January 2024	Plan review and presentation to Board, transition to implementation



Vision

Inspiring all to discover, dream, and connect.



Mission

We provide the community a welcoming space with resources and experiences for personal growth, entertainment, and lifelong learning.



Strategic Direction 1

Provide Responsive Services and Evolve Community Connections

We provide library services in response to community needs that include meaningful collections and programs for all ages. We learn from our community about how to best expand library visibility and awareness through creative communications and collaborative work with key partners.

Goals

- 1.1** Enhance traditional services and cultivate non-traditional services to position the library as a vital community resource
- 1.2** Expand outreach and partnerships to raise awareness of the library's value
- 1.3** Prioritize communications and promotion to strengthen relationships and connect with new users

Desired Results

- Increased usage
- Increased circulation and program participation
- Patrons are entertained and engaged
- Meaningful relationships with individuals and families
- More feedback from patrons to direct services
- Overall expanded awareness of library offerings



Strategic Direction 2

Welcome All through Inspiring Spaces and Inclusive Operations

The accessibility of our library building and the ways in which we operate to serve the public are paramount to our success. We work to ensure comfortable library spaces and inclusive operations that support the emerging needs of our community.

Goals

- 2.1** Maximize access and comfort of library spaces

- 2.2** Center inclusion and belonging in all aspects of library services and operations

Desired Results

- Increased duration of use
- Positive perception of the library
- Increased word-of-mouth promotion of the library
- High patron satisfaction
- People feel their culture and interests are represented at the library
- Increased use of world languages collections



Strategic Direction 3

Ensure a Dynamic and Collaborative Organization

We prioritize opportunities for staff development, support a positive team culture, and encourage organization-wide innovation that benefits overall patron and staff experience.

Goals

- 3.1** Invest in organizational and staff development to ensure sustainable professional growth
- 3.2** Build team and organizational culture for high job satisfaction
- 3.3** Encourage innovation and exploration of library trends that intersect with community needs

Desired Results

- Staff retention is high
- Staff feel supported and safe
- Customer service satisfaction is high
- Staff reports improved systems and operations
- Board members feel confident in their roles and advocate for the library in the community
- People are more aware of ways to donate to the library



Next Steps

Implementation and Evaluation

Now that this plan has been adopted by the Morton Grove Public Library Board of Trustees, 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 various factors, such as funding and other resource allocation. Review and adjustment of the activity plan will happen on a regular basis.

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 regularly to Trustees, patrons, and stakeholders.

