



## **Strategic Plan 2016 – 2021**

**Approved by the Board of Trustees on July 26, 2016**

## **An Introduction to the District**

### **A Generous Beginning**

Public library services in Lockport Township were first offered in 1921, when the Lockport Woman's Club started a volunteer library in Lockport, Illinois. The first library location was Pilgrim Hall, which was rented for \$25.00 a month. Several unsuccessful attempts were made to establish a tax-supported town library and eventually voters approved the establishment of the Lockport Township Public Library in 1929. After being housed in several locations, the library trustees purchased the Boyer residence in 1932 for \$19,000.00 and remodeled it for \$15,000.00—quite an accomplishment and commitment in 1932! A small addition was built in 1938 at a cost of \$1,931.00.

### **Responding to Growing Communities**

In 1965, responding to changing needs and a growing community, the library trustees voted to sell three-quarters of the library's property to the First National Bank of Lockport, and to build a new two story building on the remainder of the land. At that time, the library owned 33,135 books and circulated 122,135 items per year. The new 16,500 square foot library building was built for \$257,459.00 and opened to the public in 1966. Federal LSCA funds were used for a portion of the cost. In 1969, the library trustees agreed to expand services to Crest Hill. A plot of land in Crest Hill was donated and a 7,600 square foot library building was constructed at a cost of \$221,710.00. Federal funds were also used for this project.

Recognizing the need for better service coordination and greater cost efficiencies, the Crest Hill and Lockport libraries separated from the Lockport Township government and became the two branches of the Des Plaines Valley Public Library District in 1981. For many years the new District's boundaries continued to be those of Lockport Township. That changed when the City of Crest Hill experienced some limited growth into unincorporated areas of Joliet Township, Troy Township, and Plainfield Township, with the library District boundaries expanding to follow along with this growth.

### **Romeoville**

During the 1990s and early 2000s, huge growth in population occurred throughout the area. The Village of Romeoville, formerly contained almost completely within DuPage Township to the north, grew southward into open land in northwest Lockport Township. Thus by 2006, around two thirds of the Village of Romeoville's residents lived within Lockport Township and supported the Des Plaines Valley Public Library District through their property taxes. However, these residents self-identified with Romeoville more so than Lockport or Crest Hill and therefore preferred to use the Fountaindale Public Library District's Romeoville Branch (located in the older part of town, in DuPage Township, to the north of 135<sup>th</sup> Street).

In 2008, a transfer of territory was achieved with the Fountaindale Public Library District transferring over to the Des Plaines Valley Public Library District all of the parts of Romeoville that were contained within DuPage Township as well as all of the areas that would likely someday be a part of the village of Romeoville (such as the large Carillon development).

### **Growth Beyond Expectations**

With a view to population growth and increasing need for library services, the trustees of the Des Plaines Valley Public Library District authorized placement of a building bond referendum on the ballot in November 2008. This measure would have authorized construction of three new libraries to serve the greater Crest Hill, Lockport, and Romeoville communities. That ballot measure failed, as did a similar measure placed on the spring 2009 ballot.

In February 2010, the district voters approved a \$23 million building bond measure to construct a new Crest Hill branch library, completely refurbish and expand the Lockport branch library, and to purchase the Fountaindale Public Library District's old Romeoville branch library and to completely refurbish that facility.

### **New Name, New Facilities**

In June 2011, the Board of Trustees voted to legally change the name of the organization to White Oak Library District, to capitalize on greater marketing capabilities and to signify a new beginning for these area libraries.

A complete overhaul was begun on the Romeoville Branch facility in April 2011, with that building being completed and put back into full service in June 2012.

Construction of the new Crest Hill Branch was begun in August 2012, with that facility being opened to the public in September 2013.

The Lockport Branch was closed and library services were temporarily moved to the Gaylord Building in downtown Lockport in February 2012. Removal of asbestos from the Lockport Branch facility began shortly after, in the spring of 2012. The remodeling and expansion of the building started in September 2012 and that facility was re-opened to the public in September 2013.

## **Strategic Planning Process**

In July 2014 the White Oak Library District Trustees authorized Director Scott Pointon to move forward with a long range strategic planning process, engaging library patrons, library staff, and the Board throughout the process.

In the months of September, October, and November 2014, two focus groups of library patrons and one group of front line public service library staff were engaged in a series of meetings designed to elicit honest opinions about library planning topics. These meetings touched on a wide array of subjects that led to a clear picture of what the District is doing well, what needs improvement, and what services or actions the District should be focusing on for the next five years.

Once this information was gathered, library management staff had the opportunity to review and add to what had been recorded. In December 2014 the Board of Trustees was presented with a first draft of the new strategic plan and in-turn gave valuable feedback on the process and the draft results.

With all Trustee modifications incorporated, the final version of this plan was presented to the Board of Trustees for approval on January 27, 2015.

The intent of this plan is to provide a very flexible planning tool that allows for goals to be set and achieved. Through periodic evaluation of these goals and progress being made, new goals can be developed as old ones are achieved.

Henceforth this five year strategic plan will be revised at the beginning of each calendar year to have the expired year and completed goals removed, have any goals not yet achieved reassigned to a subsequent year, and have a new year tacked on to the end of the plan.

The intent is to insure that in any given year this strategic plan will look forward five years.

## **White Oak Library District Board of Trustees (as of July 2016)**

Deanna Amann – President  
Adam Woodworth – Vice President  
Nancy Hackett – Secretary  
Victor Zack – Treasurer  
Gordon Butler – Trustee  
Gayle Crompton - Trustee  
Christine Siegel - Trustee

## **White Oak Library District Management Team (as of July 2016)**

Scott Pointon – Director  
Beverly Krakovec – Assistant Director / Romeoville Branch Manager  
Amy Byrne – Crest Hill Branch Manager  
Patricia Jarog – Lockport Branch Manager  
Debra Chapp – Business Manager  
John Jozwiak – Facilities Manager  
Michael Pezan – Information Technology Manager  
Brandon Swarhout – Technical Services Manager  
Tina Williams – Outreach Services Manager

## **White Oak Library District Mission Statement**

The White Oak Library District is a community anchor, balancing stability and tradition with a continuous evolution of timely services, materials, and programming. By connecting people to a world of intellectual thought, accurate information, and reliable technology we promote literacy, lifelong learning, and personal success. As stewards of the public trust, we encourage community partnerships and fearlessly explore new opportunities. We strongly believe in the transformational power of our libraries and thus dedicate ourselves to preserve them for future generations.

## Strategic Directions

These are large scale and “big picture” concepts that can be hard to quantify or measure but are crucially important to our success as a District.

### The White Oak Library District will strive to:

- Exist as a technology literacy leader for our residents
- Exist as a cultural hub for each community served, with the libraries becoming *the* place residents identify with most when considering cultural arts, such as author visits, readings, musical performances, historical interpretations and lectures, film screenings, live performances, etc
- Use our library facilities and services to become the “third place” in our residents’ lives, a safe place where patrons will spend their most significant time outside of work/school and their home
- Become a socio-economic equalizer, allowing residents of varying income and educational levels to participate in and enjoy library services
- Make a compelling case for public support of high-quality library services, attracting new users at every turn while retaining existing users
- Meet the needs of our increasingly diverse patron base by improving services to immigrants, non-native English speakers, and those still learning English as a second language
- Ensure excellence in staffing by employing well-trained and professional personnel who are adept at providing library services
- Meet resident expectations for service excellence and convenience by reviewing policies and balancing fair and efficient service with an increasing focus on finding ways to say “yes” to our users
- Maintain our “new” library facilities in excellent working condition
- Where possible and advantageous, develop and/or improve our physical facilities
- Improve our communities by collaborating with a wide range of public, private, and community service organizations
- Assist the local economy by providing services designed to encourage and assist small business success
- Develop the local workforce by providing assistance with job applications, resume writing, and developing job-critical technology skills
- Utilize Outreach efforts to reach all those who, for a variety of reasons, fail to take advantage of the library services we provide within the three District facilities
- Support students through tutoring and other more formal educational assistance

## Specific Targeted Goals

Assigned by fiscal year

### **July 1, 2016 – June 30, 2017**

- Maintain and build upon the Spanish language collection at the Romeoville Branch
- Obtain certification as a Passport Acceptance Center and begin passport service
- Sell the old Crest Hill library building
- Increase marketing efforts to non-English speakers and expand ESL classes where possible
- Explore and increase collaborations with local immigrant support/service groups
- Increase grant writing efforts to 5-10 major grants applied for per year
- Conduct two all staff in-service day training events
- Implement sustained promotion of District services, programs, and assets to 10 new community groups, churches, schools, businesses, and/or other organizations
- Conduct library card sign-up campaign to boost total number of card holders to 42,000
- Seek increased funding for District operations

### **July 1, 2017 – June 30, 2018**

- Maintain and build upon the Spanish language collection at the Romeoville Branch
- Expand services by adding Outreach staff, Children's staff, and Teen staff
- Extend library open hours, to 68 hours per week if possible
- Launch a named/rewarded giving fundraising campaign
- Create a White Oak Library District Foundation and recruit a suitable Board to govern its actions
- Conduct a staffing study to create a plan to balance full time vs. part time positions and evaluate salaries for longer term retention of employees
- Increase number and scope of tutors and student assistance services provided within libraries, with the goal of Monday – Thursday tutors available in all three branches, from September through May each year
- Develop a campaign to attract more volunteers to the District, with an eye toward a better ratio of benefits vs costs
- Develop a system to get professional staff more involved in community groups
- Increase grant writing to a minimum of 10 major grants applied for per year
- Conduct two all staff in-service day training events
- Implement sustained promotion of District services, programs, and assets to 10 additional community groups, churches, schools, businesses, and/or other organizations
- Conduct library card sign-up campaign to boost total number of card holders to 43,000

### **July 1, 2018 – June 30, 2019**

- Using Romeoville Branch Spanish language collection as a model, introduce a similar collection at the Crest Hill Branch (and possibly Lockport Branch)

- Create and conduct a local author fair
- Build Outreach Department office space and garage as an expansion onto the Crest Hill Branch facility
- Create and staff a digital creative space/lab at the Romeoville Branch
- Conduct two all staff in-service day training events
- Implement sustained promotion of District services, programs, and assets to 10 new community groups, churches, schools, businesses, and/or other organizations
- Conduct library card sign-up campaign to boost total number of card holders to 44,000

#### **July 1, 2019 – June 30, 2020**

- Maintain and build upon all Spanish language collections
- Design and purchase Outreach service vehicle
- Hire in-house graphic designer
- Hire digital services librarian
- Conduct two all staff in-service day training events
- Implement sustained promotion of District services, programs, and assets to 10 new community groups, churches, schools, businesses, and/or other organizations
- Conduct library card sign-up campaign to boost total number of card holders to 45,000

#### **July 1, 2020 – June 30, 2021**

- Maintain and build upon all Spanish language collections
- Expand Outreach Department to include vehicle-driven services to daycares, preschools, etc
- Conduct two all staff in-service day training events
- Implement sustained promotion of District services, programs, and assets to 10 new community groups, churches, schools, businesses, and/or other organizations
- Conduct library card sign-up campaign to boost total number of card holders to 46,000
- Romeoville facility will need a new roof sometime after 2020

#### **Other Considerations - Beyond 2021**

- Romeoville facility's parking lot will need a complete resurfacing by 2021