

STRATEGIC PLAN 2023-2025

MISSION

To provide our community with open access to the world of information and ideas, encouraging lifelong learning and personal growth in a welcoming environment.

VISION

To contribute to the growth of the community with enhanced services, experiences and resources in comfortable, adaptable spaces by knowledgeable, friendly staff.

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GOAL 1

Refresh the library's building interior to attract new patrons, expand opportunity to use the library space, and most effectively use available physical space.

2

GOAL 2

Strengthen targeted marketing and communications efforts that build upon the community's existing awareness of what the library has to offer.

3

GOAL 3

Optimize library offerings to increase their accessibility and efficacy within the lives of patrons.

4

GOAL 4

Expand internal capacity to continually improve library services for the Deerfield community.



DEERFIELD
PUBLIC LIBRARY



1

GOAL 1

Refresh the library's building interior to attract new patrons, expand opportunity to use the library space, and most effectively use available physical space.

OUTCOME

The library will offer a warm atmosphere that reflects the library's role as a center of life in the Deerfield community.

STRATEGIES

- Refine the identity of the MakerSpace
- Create a more vibrant youth space that inspires imagination
- Create an environment that solidifies the library's role as a third place
- Evaluate and improve staff work spaces for comfortability and efficiency



2

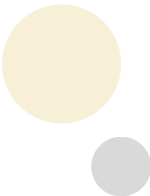
GOAL 2

Strengthen targeted marketing and communications efforts that build upon the community's existing awareness of what the library has to offer.

OUTCOME

Community members will better understand the availability and value of the library's resources, spaces, services, and programs.

STRATEGIES

- Identify and pursue strategies to market existing resources to the DPL community year-round
 - Develop strategies to communicate the incorporation of STEM topics and themes into existing library resources
 - Develop creative marketing content to reach segmented audiences
 - Leverage participation in existing community groups, social media forums, and local media to share information
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3

GOAL 3

Optimize library offerings to increase their accessibility and efficacy within the lives of patrons.

OUTCOME

Patrons will experience greater ease and convenience using the library.

STRATEGIES

- Provide materials and resources that increase accessibility within the Library of Things
- Evaluate technology available to patrons and eliminate barriers to effective use
- Identify and pursue strategies that reduce wait times on titles in high demand
- Increase opportunities for preschoolers and their families to engage comfortably with the library
- Become a valued program and resource partner to caregivers, nannies, and other care providers for children, older adults, and individuals with disabilities

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GOAL 4

Expand internal capacity to continually improve library services for the Deerfield community.

OUTCOME

Library staff will feel empowered to continue providing a high level of customer service and exploring new ideas to continually enhance library service to the Deerfield community.

STRATEGIES

- Explore and pursue opportunities for collaborative projects
- Cross-train library staff across departments
- Provide professional development to meet service needs identified by community
- Position library staff as trusted experts to assist community members' information needs