

Brookfield Public Library  
3609 Grand Boulevard  
Brookfield, Illinois 60513  
www.brookfieldlibrary.info

## Strategic Plan 2013-2016

### Credits and Acknowledgements

#### Library Board of Trustees

Jennifer Perry	Linda Kampschroeder
Dianne Duner	Tina Louise Happ
Carol Vaughan Kissane	Adam Burghgraef
Lisa Knasiak	

#### Administration

Kimberly Coughran, Library Director

### Vision Statement

Inform, Inspire, Innovate!

### Mission Statement

The mission of the Brookfield Public Library is to create a cultural, educational, and informational center for the community by providing readily accessible and organized materials, programs and services that enrich the lives of residents of all ages.

### Goals and Objectives

**I: Services and Programs.** Design and implement Library services and programs that engage the community and promote literacy, personal information gathering and entertainment, and encourage Library use.

Objective A: Supply easy and convenient access to the latest technologies and to the Internet in an effort to meet the information needs of users.

Objective B: Provide materials, programming, and share early literacy techniques with families to build children's reading skills and boost their enjoyment of reading.

Objective C: Offer users high quality, one-on-one reference assistance.

Objective D: Provide collections and programmatic resources to support residents in meeting their lifelong learning goals.

Objective E: Establish and develop the Library's role as a destination for activities and the use of leisure time.

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**II: Facilities.** Ensure that the Library facility responds to changing demands of users and provide, through new construction, the capability of housing future Library collections, technologies, services and programs.

Objective A: By December 2014, partner with staff, consultants and community members to develop final architectural and financing plans for the Library's new facility.

Objective B: Secure funding and community support for the future building.

Objective C: Keep the community publicly engaged in the Library Improvement Plan process by implementing a facility advisory committee.

**III: Funding.** Identify and secure the funding necessary to provide quality Library resources to the community.

Objective A: Demonstrate wise stewardship of Library resources by pursuing efficiencies for operations and maintenance of the infrastructure.

Objective B: Continue support for the fundraising activities of the Friends of the Brookfield Public Library.

Objective C: Explore the idea of revenue-generating programs and services.

**IV: Marketing and Outreach.** Improve community awareness about the Library's services and programs and build broad-based support.

Objective A: Make promotion of Library programs and services a primary emphasis, particularly in ways that reach out to non-users.

Objective B: Research and implement new methods to communicate with residents.

Objective C: Enhance the value of the website for sharing information regarding Library services

**V: Technology.** Implement user-friendly technology that supports public service.

Objective A: Continue to employ automated solutions and new technologies that increase our ability to serve users.

Objective B: Develop brief instructional videos, podcasts and/or print materials for public use.

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Objective C: Instruct library users on technology issues by offering hands-on workshops and one-on-one assistance.

Objective D: Foster a knowledgeable, technologically savvy Library one step ahead of its users by promoting ongoing continuing education opportunities for staff members.