



STRATEGIC PLAN 2018-2021

Mahomet Public Library District

Approved January 14, 2019
Mahomet Public Library Board of Trustees

TABLE OF CONTENTS

Table of Contents -----	0
Executive Summary -----	1
The Library in 2018 -----	2
Community -----	2
Facility-----	3
Collections -----	4
Programs and Services-----	4
Library Usage in FY 17-18 -----	5
Financial Position-----	6
Changes Since 2014 -----	6
Library Trends -----	8
Mission Statement -----	10
Goals and Objectives 2018-2021 -----	10
Maintain an efficient and welcoming facility for work, study, library programs, and community meetings-----	10
Provide a variety of materials and resources in physical and digital formats -----	11
Offer educational and entertaining programs and services -----	11
Anticipate and provide access to technology that best serves our patrons’ needs appropriate to our resources -----	11
Communicate with community members to ensure our resources meet their needs and that they are aware of our programs and services -----	12
Reduce barriers to access -----	13
Promote greater literacy and a love of reading throughout our community -----	13
Looking Beyond 2021: Facility Expansion -----	14

EXECUTIVE SUMMARY

The Mahomet Public Library's mission is – ***Serve our community by nurturing and facilitating learning and the pursuit of a variety of interests.***

The manner in which our mission will be accomplished mixes previous goals and objectives with some exciting new lines of effort. There is much to do and plenty of challenges, but maintaining the close and positive relationship between the library and the community it serves is instrumental for our mission of nurturing and facilitating learning. That relationship was the foundation of the library's past successes and it is essential for achieving our objectives in the future.

The goals from our previous strategy that have been kept and that remain integral to this strategy center on infrastructure, resources, programs and services, and technology. New goals that will further enhance the library's delivery of services include reducing barriers to access and energizing library advocacy efforts in the community, with Friends of the Library, in local government, and with local businesses. Please read on for details about these goals and objectives and how they will contribute to the Mahomet Library's reputation for exceptional delivery of services.

Strategy development requires a review of future trends and impacts. One agent of change in particular continually influenced this year's analysis. The Village of Mahomet's continuing growth (projected at 1.3% per year through 2022 according to HometownLocator.com) frequently loomed as a factor impacting the size of the library and its ability to continue delivering services to a growing customer base. This growth is particularly impactful in two specific ways. First, the ability of the existing infrastructure to service all of the library patrons' needs is increasingly strained with every passing year. Second, lack of collection space increasingly requires more and more elimination of on-hand resources while demand consistently exceeds the availability of study/meeting rooms. These factors, combined with the increasing construction near our facility on Route 150 and the opening of Middletown Prairie Elementary School, ensure more patrons will be using our library. Opportunity abounds and this strategy seeks to balance the Mahomet Library's record for exceptional service with long-term planning and analysis necessary for future infrastructure growth.

The Board of Trustees and library leadership are committed to ethical and fiscally sound stewardship of our library. Planning for future changes and maintaining the current portfolio of valued services is what underlies every aspect of this strategy. We will expand and prioritize our advocacy efforts in the community. As we do, we want to hear from you – our neighbors and patrons. Please know that you are always welcome to let us know how we can make your library even better. Whether you are new to the Mahomet Library or a regular user, we thank you for your patronage and support of this tremendous institution of which we are so proud.

THE LIBRARY IN 2018

COMMUNITY

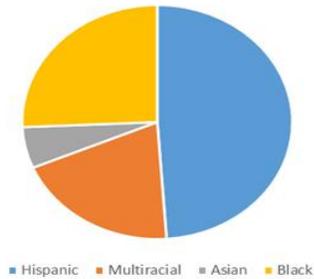
The Mahomet Public Library District serves a population of 13,765. The community has grown steadily every year since the library first opened in 1967, with recent growth averaging 1.6% per year.

FINANCIAL DEMOGRAPHICS

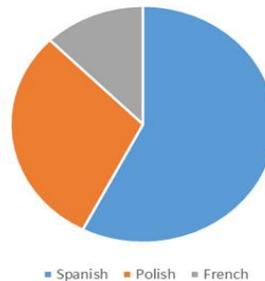
Median Income	\$91,250
Median Property Value	\$198,000
Home Ownership Rate	78.6%
Poverty Rate	8.0% (20.5% of local students on the Free and Reduced Lunch Program)

ETHNICITY AND LANGUAGE

Non White (8% of Total Pop)

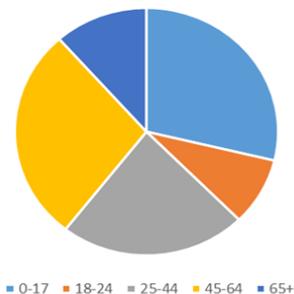


Non-English Native Language (5% of total Pop)

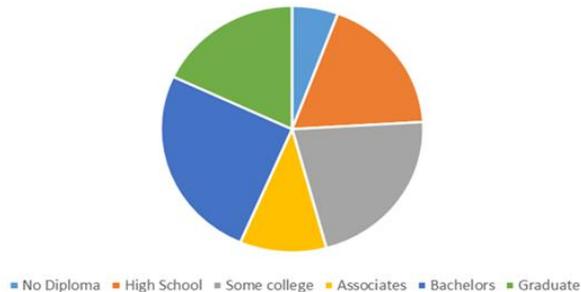


AGE AND EDUCATION

Age Groups



Township Education Status



CHALLENGES AND OPPORTUNITIES

The Mahomet community has a reputation for being educated and economically comfortable. While this is true for a significant percentage of the population, there remain those without access to certain resources the library can provide, such as internet access, educational materials, and foundational programs for young learners. Reaching these community members can present challenges since time, transportation, and desire are necessary to use the library and its resources in a traditional manner.

BUILDING AND FURNISHINGS

The library moved into a then-new, 13,113 square foot facility in July 2010. The facility includes:

- The Edgar Meeting Room, with seating for up to 65 people and a fully equipped A/V system.
- The Schmit Study Room, with seating for up to six people.
- A reading area with gas fireplace.
- Work and study seating throughout the building.
- A dedicated area for young children, with age appropriate seating.
- Two staff workrooms, two private offices, and a storeroom.

TECHNOLOGY

Library technology platforms for patrons and staff include:

- Sixteen patron computers with internet access and Microsoft Office software.
- Nine staff workstations, iPad, Surface, staff copier/printer and three other printers.
- High-speed internet access (through Wi-Fi and on patron computers) using the statewide fiber backbone.
- Self-serve, coin-operated copy and print services, with free scanning.
- Two self-checkout stations for faster and more private service.
- Credit card payments for fines and fees, both online and through the self-checkout stations.
- Meeting room A/V equipment, including a projector, screen, and PA system.
- A robust, adaptive website for easy access to library information and digital services.
- A magnifying reader for the visually impaired.

CHALLENGES AND OPPORTUNITIES

- **Increased maintenance expenses.** After eight years of heavy use, the library is beginning to face maintenance issues, including the need to recover or replace some furnishings, fresh paint for the walls, and increased costs for infrastructure repairs.
- **Inadequate study and meeting room space.** The study and meetings rooms are in high demand for both library programs and use by patrons and local organizations. Through generous donations, library staff have purchased study carrels to alleviate some of the need, but the need for more study and meeting space is clear.
- **Inadequate collection space.** Library staff weed the collection regularly, and evaluate and adjust the arrangement of materials to best serve patron needs. The collection space, however, is simply too small to hold enough materials to meet the needs of the community, as shown by the large number of items borrowed each month from other libraries.

COLLECTIONS

PHYSICAL COLLECTIONS

Physical items remain popular with library patrons and the library seeks to maintain a balanced collection in a variety of subjects and formats. As of June 30, 2018, the library's physical collections included 41,795 books, 3238 DVDs, and 3,787 CDs and audiobooks.

DIGITAL COLLECTIONS

With portable devices becoming more and more prevalent, the library has sought to continually expand and enrich our digital collections. As of June 30, 2018, the library's digital collections included 57,007 eBooks, 27,147 eAudiobooks, and 64 eMagazine subscriptions.

INTER-LIBRARY LOAN

The Mahomet Public Library is a member of the Illinois Heartland Library System (IHLS), an affiliation of over 500 libraries. Through the IHLS shared catalog of over 10 million items, Mahomet patrons may request resources not in the local library collection.

CHALLENGES AND OPPORTUNITIES

- **Shelf Space.** As noted in the Facility section, collection space is tight. Library staff continually work to maintain a strong collection within the limited storage space.
- **Changing media.** The trend toward digital materials and online access is well known, but many members of the community continue to use older forms of media, whether by choice or economic necessity. To follow the library's mission of providing access to everyone, library staff must monitor usage trends and balance collection space and budget to meet the needs of different patron groups.
- **Inter-library loan balance.** While Mahomet patrons can access materials from other IHLS libraries through inter-library loan, the Mahomet Library must equally share its materials with other libraries. The local collection must be robust enough to keep loans out balanced with loans in.

PROGRAMS AND SERVICES

LIBRARY PROGRAMS

- Year-round storytimes for preschoolers
- Summer reading programs for all ages
- Popular annual programs, including Valentine Bingo for adults, Beach Blanket Bingo for children, and the holiday Make-and-Take Ornaments workshop
- Weekly and monthly programs, including Read to a Dog, Elementary Art, and Maker programs
- Special programs throughout the year
- Concerts and other events

OTHER LIBRARY SERVICES

- Notary Public services
- After-hours pick up lockers
- Homebound delivery
- Fax services
- Voter registration
- Technology help

CHALLENGES AND OPPORTUNITIES

- **Teen and young adult library use.** The library is used heavily by young families and older adults. It is a challenge to attract teens to the library and to encourage them to use library resources for homework and entertainment.
- **Adult programs.** The library has a few adult programs, but would like to expand its offerings to meet other needs in the adult community.
- **Community awareness.** Mahomet has no centralized method for reaching the community with news and information about events and programs. The library's reach through social media and other forms of communication has improved in recent years, but there are still those in the community unaware of what the library has to offer. This is why Community Communications became a pillar of the 2018-2021 strategy.

LIBRARY USAGE IN FY 17-18

Total Checkouts	
▪ Print items	95,382
▪ Non-print items (DVDs, CDs, etc.)	35,466
▪ Digital items (eBooks, audiobooks, magazines)	12,701
Library Visits	77,893
Program Attendance	6,695
Patrons with Active Cards	6,859
Online Catalog Use	
▪ Logins to patron accounts	43,123
▪ Holds placed by patrons	20,009
Web Site Visits	74,509
Patron Computer Usage (in hours)	9,415
Copying and Printing	\$6,552
Faxing	\$1,690

FINANCIAL POSITION

The 2014-2017 strategic plan anticipated budget shortfalls each year during that period. While the first year did end in deficit spending, a number of factors led to stronger financial results during subsequent years, including:

- Increased donations from individuals, thanks in part to advocacy efforts by trustees and staff.
- Strong new construction in the community, which increased library tax revenues beyond projections.
- Lowered expenses through strategic changes by staff.

The library now enjoys comfortable financial projections for maintaining the existing facility and allowing some modest expansion of programs and services.

Projected Fund Balances at the end of the Fiscal Year				
	FY 2017-18	FY 2018-19	FY 2019-20	FY 2020-21
Operating Funds	907,704	936,289	974,122	1,018,219
Special Reserves	397,185	373,800	363,035	354,171
Total	1,304,890	1,310,090	1,337,157	1,372,389

CHALLENGES AND OPPORTUNITIES

As stated in the Facility section, space for program, services, and community use of the library is inadequate for Mahomet's growing needs. Current funding is sufficient for programs and services, but not for library expansion.

CHANGES SINCE 2014

The previous strategic plan covered the years 2014-2017. During that interval, the library saw many changes.

BUILDING AND FURNISHINGS CHANGES

- Added two new pairs of study carrels to provide more secluded work space.
- Added two new display units to promote library materials in fun, attractive ways.
- Rearranged shelving to accommodate the growing young adult and DVD collections and expand quiet workspace, while reducing lesser-used reference, CD, and magazine collections.
- Cleared a storage closet and installed shelving to expand storage for library program materials, in response to growing program needs.
- Replaced parking lot lamps with LED bulbs.

TECHNOLOGY CHANGES

- Attached the library to village fiber backbone (part of the statewide backbone initiative) to provide faster, more reliable internet access.
- Developed a new website, designed not only to inform visitors about library programs and services, but also to make it easier to interact with online library services.
- Changed self-checkout vendors in order to provide a more reliable platform with a more patron-friendly interface.

COLLECTION CHANGES

- Changed Overdrive consortium for downloadable eBooks and eAudiobooks to one that better addressed patron needs, lowered costs, and provided library staff with more control over content purchased.
- Reduced CD and reference collections to reflect the changing use of these materials by patrons.
- Expanded graphic novel collections in response to growing popularity for this genre.

PROGRAM AND SERVICES CHANGES

- Offered a wide variety of new programs through the efforts of the Youth Services Librarian (YSL) during the previous plan and the YSL who followed.
- Expanded the role the Youth Services and Programming Librarian to a full-time position.
- Brought cataloging services in-house, saving significant money and placing materials into the hands of library patrons more quickly.
- Expanded the notary public service to cover more hours during the week.

ADVOCACY CHANGES

- Expanded the role of advocacy from a committee to a full board responsibility.
- Established an annual murder mystery event to increase awareness of the library.
- Hosted booths at the Mahomet Music Festival, the MAYC Fun Run, and the Chamber Expo.

LIBRARY TRENDS

The library landscape has changed significantly in recent years and continues to do so. While books, quiet reading corners, and programs for all ages continue to be an integral part of what libraries offer, community expectations for library programs and services are expanding.

FACILITIES

- **Collaborative Work Areas:** Flexible spaces, modular furniture, and mobile shelving help patrons use the library in creative ways as a place for group projects and other collaborative work.
- **Multiuse Spaces:** With space at a premium, libraries are designing spaces within their facilities that can serve the increasingly diverse needs of their communities.
- **Community Hubs:** The library continues to be a source of materials patrons can borrow but communities are increasingly looking toward their libraries as a gathering place for meetings and social interaction.

TECHNOLOGY

- **Emerging Technologies:** Libraries, always a source of education information, are a natural provider of emerging technologies for patron experimentation. Examples in recent years include 3D printers and video production equipment.
- **Diverse Patron Experience:** The ever-increasing number of technology tools for home and work use has led to a wide range of patron experience and comfort level with technology. Libraries have become key providers of basic technology for patron use and also a source of training and assistance.

COLLECTIONS

- **Library of Things:** Libraries will always provide reading and audiovisual materials for patrons, but collections are expanding to include other items, such as board games, craft kits, technology equipment, garden seeds, and cooking supplies.
- **Digital Formats:** Providing information and information services in digital forms and formats has grown beyond novelty to an expected library service.

PROGRAMS AND SERVICES

- **Creation:** Library patrons are no longer content to be solely passive recipients of information; they want to participate in creating information and projects through makerspace, digital creation labs, writing workshops, and similar programs.
- **Information:** The days of reading a newspaper or magazine article without responding are gone; library patrons have grown used to interacting with each other through online comments and social media. Library programming has expanded to provide opportunities for innovation and knowledge exchange and cultural meetings.
- **Diversity:** It is growing easier to identify points of diversity, even in communities that seem homogenous on the surface. Librarians are developing more programs that target the diverse needs in the community.

COMMUNICATION

- **Focus Change:** As libraries continue to change in the above ways, communication with their communities has necessarily shifted from focusing on what the library has toward what the library does.
- **Online Presence:** Static websites are no longer the sole online presence for libraries. Patrons now seek online interaction with their libraries and with each other through social media and similar platforms, library apps, and the ability to exchange electronic messages with library staff.
- **Collaboration:** Libraries were once stand-alone entities, providing programs and services independently to the community. Today, collaborative efforts between libraries and other community organizations are becoming the norm.

MISSION STATEMENT

We serve our community by nurturing and facilitating learning and the pursuit of a variety of interests.

To serve our community in this way, we will:

- Maintain an efficient and welcoming facility for work, study, library programs, and community meetings.
- Provide a variety of materials and resources in physical and digital formats.
- Offer educational and entertaining programs and services.
- Anticipate and provide access to technology that best serves our patrons' needs appropriate to our resources.
- Communicate with community members to ensure our resources meet their needs and that they are aware of our programs and services.
- Reduce barriers to access.
- Promote greater literacy and a love of reading throughout our community.

GOALS AND OBJECTIVES 2018-2021

MAINTAIN AN EFFICIENT AND WELCOMING FACILITY FOR WORK, STUDY, LIBRARY PROGRAMS, AND COMMUNITY MEETINGS

MAINTAIN THE EXISTING FACILITY

- Continue to monitor the condition of the library walls and repaint as needed.
- Continue to monitor the condition of the library carpet and replace as needed.
- Continue to monitor the condition of library furnishings and repair or replace as needed.
- Maintain a sufficient amount in the annual budget to repair or replace equipment and infrastructure as needed each year.

IMPROVE AND UPDATE THE FACILITY

- Install an exterior LED sign to promote programs and services and attract new patrons.
- Adapt the arrangement of materials and furniture to best suit patron needs.
- Add or change directional signage to communicate better with patrons.
- Replace interior lights with LED lamps.
- Monitor the running list of times we had to say "no" to a patron and make changes where possible.

PLAN FOR FACILITY EXPANSION

- Hire and collaborate with a library facility consultant to evaluate our needs.
- Hire an architect to prepare rough plans and cost estimates for expansion, based on the library consultant's report.

PROVIDE A VARIETY OF MATERIALS AND RESOURCES IN PHYSICAL AND DIGITAL FORMATS

ACTIVELY MANAGE PHYSICAL COLLECTION

- Evaluate usage and adjust formats offered to best suit patron needs.
- Monitor inter-library loan statistics to ensure there is a balance between items brought in for our patrons and items sent out to other libraries.
- Continually weed the collection to allow space for new materials and to attract browsers with face-out displays.

MAINTAIN AND EXPAND DIGITAL RESOURCES

- Evaluate usage and cost of current resources annually.
- Purchase addition titles in current resources that reflect patron usage.
- Evaluate new resources and alternatives to current resources annually.

OFFER EDUCATIONAL AND ENTERTAINING PROGRAMS AND SERVICES

EXPAND PROGRAM OFFERINGS

- Develop “maker” programming for all ages, with a variety of high- and low-tech equipment.
- Develop programming to support early literacy initiatives such as 1000 Books Before Kindergarten.
- Increase adult program options.
- Establish teen activities to foster a sense of the library as a community space for them.
- Increase performances and other entertainment programs for all ages.
- Expand the number of library staff involved with organizing and delivering programming.

EXPAND SERVICE OFFERINGS

- Increase the number of notaries so that most open library hours are covered.
- Provide adaptors for in-library charging of portable devices.
- Provide access to online training for computer programs and portable device apps.
- Continually monitor the times we have to say “no” to patrons and make corresponding changes and additions to programs and services where possible.
- Monitor services offered by other libraries and adopt as appropriate.

ANTICIPATE AND PROVIDE ACCESS TO TECHNOLOGY THAT BEST SERVES OUR PATRONS’ NEEDS APPROPRIATE TO OUR RESOURCES

MAINTAIN A STRONG LIBRARY WEBSITE

- Maintain the library website with up-to-date information continually.
- Update the website design by 2021.

UPGRADE TECHNOLOGY TO FOLLOW POPULAR TRENDS

- Upgrade the meeting room A/V equipment to work with Chromecast and Apple TV.
- Provide Google Pay and Apple Pay options for payment of fines and fees.

- Monitor new uses for technology at leading libraries to identify trends.
- Participate in webinars and other training on library use of technology.
- Increase use of video for marketing and make video creation/editing equipment available for content creation.

MAINTAIN CURRENT LIBRARY TECHNOLOGY

- Continue with a regular replacement schedule for library computer equipment.
- Continue with a regular schedule for updating library software and the website platform.
- Maintain reliable high-speed Wi-Fi.
- Monitor internet metrics and expand bandwidth if needed.

COMMUNICATE WITH COMMUNITY MEMBERS TO ENSURE OUR RESOURCES MEET THEIR NEEDS AND THAT THEY ARE AWARE OF OUR PROGRAMS AND SERVICES

EXPAND MESSAGING AND ADVOCACY EFFORTS

- Develop and implement an aggressive, written marketing plan to raise the profile of the library in the community, promote knowledge of library resources, and increase library usage among all age groups.
- Give presentations to community groups.
- Attend meetings of the school board, village board, and Friends of the Library to report on library programs and services.
- Continue to support the library endowment fund at all library events, including fundraisers, within onsite marketing, and prominently on the library's website.
- Rent booths at community events.
- Hold community engagement events.
- Maintain an active presence online through library's website and social media platforms.
- Submit information about library programs and services to the Mahomet Citizen, the Mahomet Daily, and any similar forums.
- Install an LED sign along the front of the library property.

DEVELOP METHODS FOR COMMUNITY AND STAFF INPUT

- Establish formal methods for community members to provide feedback and suggestions.
- Actively seek feedback and suggestions through engagement and relationships with members of the community.
- Establish formal methods for staff members to provide feedback and suggestions.

DEVELOP COMMUNITY RELATIONSHIPS

- Join and/or maintain existing memberships in community service organizations.
- Establish and/or maintain cooperative working relationships with the local school district, the village government, the Chamber of Commerce, private donors, Friends of the Library, and service & non-profit organizations.

REDUCE BARRIERS TO ACCESS

DEFINE POPULATIONS WITHOUT EASY ACCESS TO THE LIBRARY

- Identify school age children.
- Identify senior citizens.
- Identify disabled community members.

DEVELOP PARTNERSHIPS TO ADDRESS BARRIERS

- Develop and/or continue cooperative working relationships with organizations directly involved with priority populations, including the Mahomet Area Youth Club (MAYC), Candlewood Estates, and the village Chamber of Commerce.
- Work with the school district to address the needs of students who live in the school district, but not in the library district.
- Offer space in the library facility and on the grounds for programs sponsored by other organizations.

CREATE PROGRAMMING AND SERVICES TO MEET THE NEEDS OF THESE POPULATIONS

- Design programs and services to offer on location.
- Develop transportation solutions to bring the identified populations to the library.
- Develop methods to evaluate programming effectiveness and make changes as needed.

PROMOTE GREATER LITERACY AND A LOVE OF READING THROUGHOUT OUR COMMUNITY

PROMOTE GREATER LITERACY THROUGHOUT THE COMMUNITY

- Actively engage with parents to promote early literacy among children ages 0-5.
- Ensure that all our early childhood programs are research-based and work to disseminate relevant research to the broader community.
- Explore possibility of expanding services to struggling readers of all ages.
- Offer literacy-based continuing education to caregivers within the community.
- Assess the need for adult literacy and ESL services within community and partner with community agencies to provide services to meet identified needs.

ENCOURAGE A LOVE OF READING AMONG ALL AGES

- Promote resources to help patrons with “discovery” of their next great book.
- Get outside the library to do book talks and promote library resources.
- Support book clubs both within and outside of the library.

LOOKING BEYOND 2021: FACILITY EXPANSION

There was one long-term goal that frequently emerged during this strategy's development - Facility Expansion. Mahomet's continuing growth and the previously identified facility constraints on library operations require preparation for future library expansion now and beyond 2021. Some of the preparations may occur during this strategy's lifespan and others will require planning now for future execution. Planning steps include:

- Commissioning a library facility consultant to evaluate need.
- Commissioning a library architect to draft plans and establish cost estimates for expansion.
- Researching and evaluating facility expansion funding options/requirements.
- Assessing library staff requirements based on expansion plans.