Naperville Public Library
Action Plan – Year One (2010 – 2011)

STRATEGIC DIRECTION #1 – OPTIMIZE OPERATIONAL EFFECTIVENESS

	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Success Measure	Spark Plug	Cost
Program Goal 1 – Explore best practices at other libraries							
Action a:	Develop list of comparable libraries to benchmark	Develop list of questions	Gather data	Analyze data and report results	NPL staff will have possible tried and true solutions or options for problems	Julie Rothenfluh	Staff time
Action b:	Develop team to visit area libraries; select libraries to visit	Contact libraries to arrange visits; develop questions	Site visits	Report results; make recommendations	NPL staff will have ideas for service models/best practices	Dave Della Terza	$500 – 3 staff x 6 hours
Program Goal 2 – Improve communication with staff							
Action a:		Post Management Team meeting agendas on SharePoint	Post departmental meeting agendas on SharePoint		Staff has better understanding of issues being addressed in the organization	Julie Rothenfluh Sue Prindiville Olya Tymciurak Karen Dunford	Staff time
Action b:	Create ongoing SharePoint Team to explore uses of SharePoint	Team develops SharePoint protocols	Protocols are shared with all staff		Communication on SharePoint is codified; a team is established to address ongoing issues & concerns	Frances Tong	$2000 – 9 staff x 10-one hour meetings
Action c:		Develop survey to reevaluate staff newsletter	Gather data; report & make recommendations	Implement changes	Staff newsletter provides staff with information they want, in a format they'll use	Peggy Barry	Staff time
Action d:	Develop protocols for use of videoconferencing, Live Meeting, etc.	Share protocols with staff; provide training on equipment		Staff integrates use of technology into meeting planning	Staff can meet across buildings without traveling	Frances Tong	Staff time
Program Goal 3 – Streamline processes							
Action a:		Develop team to find a project management process	Gather data	Report recommendations	NPL staff will better manage multiple projects	Julie Rothenfluh	Staff time
Action b:	Develop team to investigate RFID	Gather data	Gather data	Report recommendations	Staff will determine whether or not RFID is a viable alternative for NPL	Frances Tong	Staff time
Action c:	Review guidelines and procedures, as scheduled, to simplify	Prioritize procedures not regularly scheduled for review	Ongoing	Ongoing	Processes and guidelines will be simpler, more streamlined	Julie Rothenfluh	Staff time

Naperville Public Library
Action Plan – Year One (2010 – 2011)

STRATEGIC DIRECTION #2 – MEET THE CUSTOMER WHERE THEY ARE: *Align Programs and Services with Needs*

	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Success Measure	Spark Plug	Cost
Program Goal 1 – Develop and update the Library's online presence							
Action a:	Create a staff team to develop a social networking plan.	Plan draft submitted to Deputy Director; then Executive Team.	Plan implemented	Team evaluates implementation; makes recommendations	NPL will have a vibrant presence on several social networking sites.	Julie Rothenfluh	$850 – 4 staff @ 8 hours
Action b:		Create ongoing Website Team to address staff comments, concerns	Maximize features of new website		Website presents vibrant online presence for NPL. Website Team addresses ongoing questions, comments, concerns	Frances Tong	$1,400 – 7 staff x 8 one-hour meetings
Program Goal 2 – Address needs of adult patrons							
Action a:			Create staff team to create coordinated process for development of programs for adults	Team proposes process		Adult Services Supervisors	$525 – 3 staff x 3-two hour meetings
Action b:	Evaluate current outreach services		Report recommendations		NPL will provide appropriate services to homebound patrons	Vicki Brodeur	Staff time
Program Goal 3 – Be responsive to needs of community/users							
Action a:	Establish patron focus group	Get input from focus group on website redesign	Get input from focus group on service changes		There will be community input into NPL changes & planning	Julie Rothenfluh	Staff time
Action b:	Do a Customer Satisfaction Survey	Executive Team receives & reviews results; develops responses	Recommendations presented to Board as necessary & shared with staff		Library users will have input into NPL planning & service changes	Olya Tymciurak Executive Team	$6,000 for survey analysis
Action c:	Ongoing, scheduled review of policies for user friendliness	Prioritize review of procedures for user friendliness	Ongoing	Ongoing	Library users will find NPL policies and procedures improve Library experience	Julie Rothenfluh Library Managers	Staff time

STRATEGIC DIRECTION #3 – SECURE THE FUTURE: *Build Financial and Capital Security*

	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Success Measure	Spark Plug	Cost
Program Goal 1 – Develop and fund a budget that allows the Library to maintain current level of services							
Action a:	Review & refine budget request	Present budget to City Council	Gather information for budget development.	Review & refine budget requests.	Budget approved by Council	Library Board Executive Team	Staff time

Naperville Public Library
Action Plan – Year One (2010 – 2011)

STRATEGIC DIRECTION #3 – SECURE THE FUTURE: *Build Financial and Capital Security*

	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Success Measure	Spark Plug	Cost
Program Goal 1 – Develop and fund a budget that allows the Library to maintain current level of services							
Action b:	Board members meet with Council members to share budget outlook	Staff provides talking points	Board members meet with Council members to share budget outlook		Board maintains regular contact with Council on budget matters	Library Board Executive Team	Staff time
Program Goal 2 -– Develop and maintain modern facilities with available resources							
Action a:	Work with Facilities Manager& Library Managers to develop needs	Prioritize needs and resources	Ongoing		Facilities will be maintained and improved as able	Executive Team	Staff time

STRATEGIC DIRECTION #4 – OPTIMIZE BOARD AND STAFF DEVELOPMENT

	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Success Measure	Spark Plug	Cost
Program Goal 1 – Provide Board with ongoing training opportunities & information							
Action a:	Develop annualized calendar of training opportunities	Present calendar to Board			Board members will have a calendar of training opportunities throughout the year	Executive Director	Staff time
Action b:	Keep Board informed of external training opportunities (ILA, etc.)	Ongoing	Ongoing	Ongoing	Board will have timely notification of external training opportunities.	Executive Director	Staff time
Action c:	Board president determines interest in Board mentor program	Board president identifies mentors; matches with new Board members		Evaluate program		Board President Executive Director	Staff time

Naperville Public Library
Action Plan – Year One (2010 – 2011)

STRATEGIC DIRECTION #4 – EXPAND BOARD AND STAFF DEVELOPMENT (C0NT)

	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Success Measure	Spark Plug	Cost
Program Goal 2 – Customize coaching/training of Management Team							
Action a:	Develop plan for enhanced supervisor training	Identify candidates for training	Begin process	Ongoing	Supervisors will demonstrate high performance behaviors consistently	Julie Rothenfluh Uma Sailesh	Staff time
Action b:	Survey Management Team on training topics of interest	Assess needs and ways to address	Develop training topic calendar		Provide training element for Management Team meetings	Julie Rothenfluh Uma Sailesh	Staff time
Program Goal 3 – Utilize staff skills							
Action a:	HR polls staff on language skills	Establish process to request language assistance	Post staff language skills resource tool on SharePoint		Staff will have resources for language assistance	Uma Sailesh	Staff time
Action b:		Survey staff for skills & interests	Develop plan to use staff skills to increase efficiency & productivity	Continue to develop plan	A plan to use staff skills to increase efficiency and productivity will be developed	Uma Sailesh	Staff time
Program Goal 4 – Optimize orientation/on-boarding process							
Action a:	Assess current orientation process	Develop plan for changes to process	Include Management Team or other staff as appropriate		New staff will be successfully introduced to NPL	Uma Sailesh	Staff time
Action b:		Develop orientation/on-boarding follow-up process	Share plan with Management Team for feedback	Implement plan	New staff will have firm grounding in basic policies, procedures, & NPL culture	Uma Sailesh	Staff time
Program Goal 5 – Address staff morale issues							
Action a:	Survey staff on desired rewards	Develop plan for low- or cost-free incentives	Implement plan		Staff will feel appreciated and rewarded for their efforts	Uma Sailesh Executive Team	Staff time
Action b:	Continue efforts toward transparent communication with staff through monthly all staff meetings on specific topics/updates	Provide similar transparency through SharePoint announcements & newsletter announcements	Monitor staff feedback to assess success	Make any adjustments	Staff will feel better informed & involved in direction and operation of NPL	Office of the Director	Staff time

Naperville Public Library
Action Plan – Year One (2010 – 2011)

STRATEGIC DIRECTION #5 – CONNECT WITH THE COMMUNITY: *Get the Word Out*

	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Success Measure	Spark Plug	Cost
Program Goal 1 – Evaluate communication mediums, content/message, and targeting							
Action a:	Evaluate current program guide	Gather feedback from staff and the public	Develop plan to address issues, concerns	Implement	Users will receive program information in ways that meet their needs	Peggy Barry	Staff time
Action b:	Examine ways to provide publicity and information in 2.0 world	Coordinate with social networking plan	Coordinate with public services and other system-wide services		Users will receive program information in nontraditional forums	Peggy Barry	Staff time
Program Goal 2 – Identify strategies for expanding, deepening, sponsorships, partnerships, and community involvement							
Action a:	Set priorities & goals & establish evaluative measures	Share with Executive team to review & confirm direction	Create plan & present to Executive Team for approval	Implement plan	There will be an increase in partnership support & benefits from community involvement	Peggy Barry	Staff time
Action b:	Develop team to investigate partnerships to enhance job & career programming for public	Create plan for enhanced/increased programming	Present plan to Executive Team for approval	Pursue partners, sponsors, grant sources to fund programs	Program attendance & feedback will indicate that NPL is meeting patron needs	Peggy Barry & Bobbie Rudnick	Staff time

STRATEGIC DIRECTION #6 – DEVELOP LIBRARY CHAMPIONS

	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Success Measure	Spark Plug	Cost
Program Goal 1 – Actively build positive relationships with the Mayor, City Council, and City staff							
Action a:	Board members plan meetings with Council at least twice a year.	Staff develops talking points for Board meetings with Council	Review talking points		Board members meet at least twice a year with Councilmen	Board President Executive Director	Staff time
Action b:		Establish calendar for Board members to take turns attending Council meetings		Evaluate attendance at Council meetings	Board members regularly attend Council meetings, building better relationships with Councilmen	Board President Executive Director	Staff time
Action c:	Identify newsworthy events, programs to share with Council	Establish method and schedule for sending notification to Council		Evaluate	Library communicates regularly with Council and City staff	Executive Team Peggy Barry	Staff time

Naperville Public Library
Action Plan – Year One (2010 – 2011)
STRATEGIC DIRECTION #6 – DEVELOP LIBRARY CHAMPIONS

	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Success Measure	Spark Plug	Cost
Program Goal 2 – Actively share Library story with Mayor, Council, and City staff							
Action a:	Share SnapShot day video with Council				Council will have better understanding of impact of Library on community	Peggy Barry	Zip drives; staff time
Action b:		Develop list of library users willing to share their stories	Videotape Library stories	Share with Council; post on website	Council will hear from community the value of the Library	Frances Tong Peggy Barry	Staff time; zip drives
Program Goal 3 – Develop Library Champions							
Action a:	Board president appoints 2 Board members to define role of Alumni Group	Board reviews role	Role is communicated to Alumni Group		Board Alumni Group has clear understanding of its role in developing support for the Library	Board President Executive Director	Staff time