







**Strategic Plan** <sup>2017-19</sup>  
 March 2019 Update








INSPIRATION ♦ IDEAS ♦ COMMUNITY

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During the spring of 2017, Lake Forest Library (the “library”) conducted a community needs assessment to solicit community feedback and evaluate trends regarding current and future use of the library. The needs assessment process included a community survey, series of focus groups with library stakeholders, and conversations with library administration and the Board of Trustees. Following analysis of this community feedback, the following overarching goals emerged for the library’s work going forward:

1. Enhance the user experience
2. Ensure accessibility for all users
3. Improve library space to ensure accessibility and desired functionality
4. Raise the visibility of the library and its work in the Lake Forest community

In addition to these goals, the community feedback reflected that the library is a valued asset that plays a vital role in the Lake Forest community, a community that identified family, education, philanthropy, and tradition as its cornerstones.

The four goals are set out with corresponding objectives that are responsive to the themes in the feedback received and conversations held during the community needs assessment process. In identifying the objectives, the library focused on fiscally responsible actions that are both aspirational and achievable.

The goals together with the identified objectives provide the library with a strategic direction for the period September 2017 – September 2019. This two-year time line provides the Library a fast approaching end-time opportunity to measure its progress and realign objectives as needed.

### **IMPLEMENTATION UPDATE**

The library adopted its mission to inspire life-long learning, promote the free and respective exchange of ideas, and build committee in September 2017. This implementation update, provided as of March 1, 2019, details those actions already taken (and those actions planned through May 2019) to meet the goals of the strategic plan and deliver the library’s mission.

## ENHANCE THE USER EXPERIENCE

In today's world, people are increasingly able to individualize their experiences based on interest, need, and convenience. In delivering services, resources, and programs, the Library seeks to respond to patron expectations of personalized service.

### A. Determine optimal hours of operation.

#### a. Experiment with expanded and/or alternative hours on weeknights and weekends.

**Achievement:** Effective January 1, 2018, the library made the added hour of service on Friday permanent.

**Action:** Starting September 15, 2017, the library extended opening hours to 6:00 pm (from 5:00 pm) on Friday. A survey, available in print and online, evaluated patron interest and satisfaction with the added hour. *The results of the 53 completed surveys indicated that patrons found the additional hour valuable. 77% of respondents indicated the extra hour was either very important or somewhat important and a nice convenience. 70% of respondents indicated they visited the library more often or planned to do so, while 29% indicated they would not visit more often.*

#### **Patron Comments:**

*I just love how responsive LF Library is – you listen, your staff asks (in person), you test small changes, you survey (as here), and as a result, the LF library isn't an "institution;" it is an active part of our evolving lives. Thank you. January 2018.*

*I enjoy the upgraded public programming and extended hours. January 2018.*

#### b. Evaluate usage and related costs to determine ongoing feasibility of expanded and/or alternative hours.

**Action:** The library researched Sunday hours at neighboring libraries and discussed the possibility of additional Sunday evening hours. Also evaluated usage on Sunday and costs of extending to 6:00 pm or later on Sunday (current hours 1:00 – 5:00 pm). The greatest cost comes in wages as the Library pays 1.5 hourly rate on Sunday. At this time, the additional costs appear to outweigh the potential benefit.

**Next steps:** Conduct an online survey in fall 2019 to measure interest. Evaluate ability to sustain the added hour(s) using less maintenance hours during favorable seasonal weather, changes to work week, and changes to exempt/non-exempt status.

## **B. Enhance functionality of library website.**

- a. Retain web design firm to design and deliver a website that is current, mobile responsive, easy to navigate, easy to maintain, and provides user analytics.**

**Achievement:** The library launched a new website in February 2018. The website’s navigation is user-friendly and logical. The website as a whole is device-responsive and projects a high quality design standard. The website fully supports the library’s FOIA and OMA requirements (*i.e.*, Requests for Proposals, position postings, Board materials, *etc.*), advances the library’s branding efforts, and is an important tool for interacting with library patrons and providing access to library resources 24/7.

Since the launch in February 2018, the Communications staff continue to improve and add content to the site; and are working to increase internal control of the website for the purposes of adding functionality and updating the layout and design as needed without direct assistance from Library Market.

In March 2019, the website was migrated by Library Market to Pantheon hosting. The increased resources with Pantheon enables website content to load much faster, resulting in a better patron experience and enabling library staff to more quickly and efficiently make content updates.

**Action:** The library issued an RFP and retained Library Market (“LM”), a national firm specializing in library website design to assist library staff in the design and implementation of a new website.

**Next Steps:** Continue to reduce the need for maintenance and support from LM; train additional staff in website maintenance; and enhance and update web content (e.g., add graphics and more visual elements).

Gather analytics and conduct testing on the home page. Implement changes as informed by the data and testing.

Develop scripts to automate adding new books and record sets from Polaris into the website.

Investigate the identification or development of an app that will enhance the user experience, in particular with respect to the Polaris catalog ILS, in the mobile environment.

**Achievement:** The implementation of Polaris integrated into the library’s website a high-functioning catalog system that makes identifying, requesting/holding books and materials, and managing one’s personal library account easier for the patron. The new reminder and auto-renewal features reduce fines and fees to the benefit of the patron and reduce staff-time preparing overdue notices.

**Action:** The implementation of the Polaris ILS in April 2018.

**Next Steps:** Continue to evaluate the potential options and effectiveness of ending fines for overdue materials.

**Next Steps:** Continue to advocate to CCS to develop a better catalog app that functions with Polaris.

**Patron Comment:**

*I just wanted to say that this feature of automatic renewal of LFL library books is a GREAT feature especially since my family and I are out of town. Thanks and Happy New Year. December 2018.*

**b. Implement program/event calendar with online registration, waitlist, and other functionality.**

**Achievement:** The library's website now hosts a multi-function web calendar. The calendar is easy to use for patrons, filters by event type, displays waitlists, syncs with personal calendars, and generates reminders. All relevant library staff were trained (and in February 2019 given updated training) to input events and manage the calendar. The calendar collects important attendance data used to measure and evaluate programs.

**Action:** A significant criteria in the selection of LM to assist the library in its new website design was the calendar product offered by LM.

**c. Analyze user analytics to assess continued relevance of web content.**

The Communications team met in February 2019 and looked at what pages on the website had the most traffic. They determined that some pages that require regular, time-intensive maintenance (such as updating new book galleries) are not being visited enough to warrant the investment of staff time, and are considering alternatives. More in-depth analysis of website data and usage will be ongoing.

**C. Develop additional options and topics for adult, teen, and children's programming.**

**a. Offer programs that encourage reflection and discussion of current issues.**

**Achievement:** From September 2017 to date the library developed internally or identified external partners/vendors to offer programs that establish the Library as a safe place that encourages and supports respectful community conversations on challenging and difficult topics. The programs listed below reflect **new** initiatives.

**Actions:** The library developed and delivered the following adult programs that promoted community conversations on difficult and challenging topics such as AIDS, domestic violence, economic and fiscal responsibility, environment, fake

news and information, immigration, international affairs, mental and physical health and well-being, politics, race, and war to promote community conversations:

- February – May 2019: *Great Decisions Discussion Group* began in partnership with the Lake Forest-Lake Bluff League of Women’s Voters. Bi-monthly meetings using materials from the Foreign Policy Association generate discussion on a wide-variety of topics (immigration, international affairs).
- February 2019: movie *Boy Erased* (inclusion/LGBTQ).
- February 2019: book discussion *The Rise of Hoaxes, Humbug, Plagiarists, Phonies, Post-Facts, and Fake News* by Matthew Desmond (fake news and information).
- February 2019: book discussion *The Heart’s Invisible Furies* (AIDS/LGBTQ).
- January – March 2019: *Deep Freeze Read* (two-community, one book read) offered in partnership with Lake Bluff Library and other partners (Gorton Community Center, Lake Forest College, and Lake Forest Open Lands) featuring *The Death and Life of the Great Lakes* by Dan Egan (environment/climate change).
- January - February 2019: three programs focused on mental health for adults and adolescents: *New Year; New You . . . and New Productivity Apps; Staying Positive in a Negative World; and Supporting Adolescent Mental Health* (mental health).
- January 2019: book discussion *Evicted: Poverty and Profit in the American City* by Matthew Desmond (race, economy).
- January 2019: book discussion *The Female Persuasion* (women’s rights, feminism).
- January 2019: presentation of *Green Energy at Home* (environment).
- January 2019: lecture by John Sentell *Prairie, Forest, Lake, Ravine: Our Community’s relationship with its Environment* (environment).
- December 2018: book discussion *A Kim Jong-Il: The Extraordinary True Story of a Kidnapped Filmmaker, His Star Actress, and a Young Dictator’s Rise to Power* by Paul Fischer (race, international affairs, politics).
- October 2018: book/HBO series discussion, *Big Little Lies* by Liane Moriarty offered in partnership with Lake County’s A Safe Place (domestic violence).
- September 2018: three programs were offered on history and civics: *Women of World War II; National Voter Registration Day; Heroes on Deck (film)* (WWII history, civics).
- July 2018: offered *Bollywood Fitness* program that promoted active living (health).
- June 2018: offered healthy picnic prep in support of GO Lake Forest, a City of Lake Forest initiative promoting health and well being (health).
- May 2018, four programs commemorating the 100<sup>th</sup> anniversary of the end of World War I: *100 Years Ago on the Home Front; The Chordmasters Barbershop Quartet; Lake Forest and World War I; and American Doughboys in the First World War* (international affairs, World War I).
- May 2018: hosted a display from History Center Lake Forest – Lake Bluff of military memorabilia in the library foyer cases (war).

- March 2018: presentation by Assistant Professor of Music at Lake Forest College, Anne Barry, presented *Railway Builders, Rogues, and Reels: The Irish in Chicago*. This program provided a look into the world of the Irish, whose immigrant lives became deeply woven into the tapestry of 19<sup>th</sup> century Chicago (immigration).
- January 2018: book discussion *Killers of the Flower Moon* (race, environment).
- December 2017 – January 2018: *Journey Through the Vietnam War*, three-part series in partnership with Lake Bluff Library (Vietnam War, veterans' issues, race).
  - Paul Baffico, CEO of Lake County Veterans and Family Services, National Park Service, docent at the Vietnam Veterans Memorial, and author shared insights on Vietnam War and veterans' issues (Vietnam War, veterans' issues).
  - Author visit, Mike Duffy *From Chicago to Vietnam: A Memoir of War*, presented a short history of Vietnam War with a Q&A follow up (Vietnam War, veterans' issues).
  - Book discussion, *When Heaven and Earth Changed Places: A Vietnamese Woman's Journey from War to Peace* by Le Ly Hayslip (Vietnam War, veterans' issues).
- December 6, 2017: author/book presentation: *White Like Her: My Family's Story of Race and Racial Passing* by Gail Lukasik, offered in partnership with Lake Forest – Lake Bluff Historical Society (race).
- November 8, 2017: book discussion, *Tom River: A Story of Science and Salvation* by Dan Fagin (environmental contamination).
- October 22, 2017: presentation by Anne Shimojima, *Hidden Memory* (Japanese Internment Camps) (part of *Lake Forest Reads: Ragdale*) (race).
- October 2017: *Lake Forest Reads: Ragdale* book selection was Ruth Ozeki's *A Tale for the Time Being* (race, bullying, cyber-bullying, suicide, environment).
- October – September 2017: three programs exploring aspects of other cultures: *Koto Music Performance*; *Sushi Making Class*; and *How to Live a Zen Life* (race, culture, mental health).
- October 2017: book discussion, *Black & Blue* by Anne Quidlen, offered in partnership with Lake County Safe Place (domestic violence).
- September 13, 2017: program on *How to Spot Fake News* (fake news).
- September 2017 (to date): new monthly true story book club discussion uses critically acclaimed nonfiction works to explore challenging issues.

**Patron Comments:**

*It was so great to find a community program that features non-fiction, especially one so timely to our community and the science community. Thank you! March 2018 (attendee at Deep Freeze Read author event)*

*I love coming to the library and seeing all the new programs! There is always something new to explore. I am really impressed by all the new programs, i.e., book clubs, movie nights, digital media workshops, etc. I just picked up my book blind*



*date! I love the concept and can't wait to read my selection. You guys rock!!!  
January, 2019.*

*The programming is absolutely outstanding. None better! Thank you. August 2018.*

*Congratulations on the terrific display about the Library's history! Great use of limited space. I would love to read the Alfred Ernest Hamill book when the exhibit closes. The Library has evolved gracefully since I came to LF over four decades ago. I'm delighted though with the recent innovations – longer due dates, prominent “most wanted” books, programming, and commitment to serious planning. Keep up the excellent work! July 2018.*

*The library programs are great! I read the “Beyond Words” newsletter with my calendar by my side, hoping I can attend one of the many varied interesting programs! Thank you! The library made good on its promise to provide learning for the community. Kudos to the “new” leadership – Catherine (not new anymore!). July 2018.*

*I love all the new programs and services the LF Library is offering. They help the patrons engage with the community, the world, and each other. My only complaint is the lack of parking to accommodate the library's expanded offerings. In the past, there was always an additional 10-15 parking spaces behind the Historical Society. Now these spaces are gone. The only additional parking now remains in the paid city lot across Deerpath. I would like the city to support the library by providing a section of the paid lot as reserve parking for the library staff and patrons. This section should not require a fee of any kind. It would also help if the Deerpath crosswalk was made safer by providing some kind of flashing light similar to what is currently in use on Sheridan Road by LF College. March 2018.*

*I enjoy the upgraded public programming and extended hours. January 2018.*

*Love the variety of programs and the mural project in the foyer is interesting, educational, and wonderful! Thanks. January 2018*

**b. Offer programs that appeal to business and financial interest.**

(See Explore and offer opportunities to engage with the business community and/or patrons interested in economic and financial issues on page 31–32)

**c. Offer additional STEAM programs for children.**

**Achievement:** The Lake Forest Children's library developed STEAM (science, technology, engineering, art, and mathematics) driven programs from June 2017 to present date incorporating more STEAM events, using the incredible knowledge of the Library staff and hiring professional scientists and increasing hands-on programs for our patrons from preschool through young adult.

## **Actions:**

- May 2019 to date: *Doddle Bots* for grades 3 and up program to assemble a self-drawing doodler using motors, batteries, and markers.
- May 2019: *Lemony Snicket Life Size Monopoly* for grades 4 and up.
- April 2019: offer Lego Stop Motion Animation Workshop for grades 4 and up. Uses Stop Motion Studio App to create and edit animations of Lego characters.
- April 2019 to date: offer *Book Trivia Challenge* for grades 4 and up.
- March 2019: offer *Science Junior* experimentation STEM program for preschoolers through age 5.
- February 2019: offered *Maker Mania Spy Craft* for ages 10-13 to make spy gadgets using common objects, inspired by Nick and Telsa's *Secret Agent Gadget Battle*.
- January – February 2019: *Make a Masterpiece Monday*.
- January 2019: offered *Byte-Sized Program: Circuit Circus*. Make electric connections and create a BrushBot.
- January 2019 to date: *Kids Can Cook Vegetarian* hands-on cooking program for ages 10-13.
- December 2018 to date: offered *Exploration Kits Petting Zoo*, to launch the *STEAM Exploration Kits* (check out and explore at home STEAM topics from building to coding and everything in between).
- December 2018 to date: design, purchase, and circulate *STEAM Exploration Kits*.
- December 2018: offered the STEAM program *Noisy New Year's Craft* for hands-on activities to ring in the New Year.
- December 2018 to date: offer monthly *Don't Be Bored!* tabletop game sessions.
- June 2018 to date: created and offered the *Big Thinkers* where three times a week at various times in the day the Kasian Room is transformed into a family-friendly creative-play space and discovery center. Puppets, puzzles, books, musical instruments and other educational and creative objects are available to spark new ideas.
- June 2018 to date: offered annual science programs such as *Build Up Some STEAM!* which promoted the discovery of how much fun STEAM can be through hands-on activities, building projects, and experiments.
- May 2018: offered program *Dinosauria* with paleontologist, Lisa Zago-Martin, about fossils, dig sites, and discovering dinosaurs.
- April 2017 to date: offered *Mad Science*, a program for children to work with scientists on action packed and interactive science demos from discovering Bernoulli's principle to altering sound waves and more.
- January 2018, September 2018, & March 2019: the library launched a 10-week *Girls Who Code* program that meets weekly for a two-hour session.
- January 2018 to date: introduced the *Tween Creativity Club*, a new STEAM program that bridges the gap between children and teen programming with a hands-on making experience.

- January 2018 to date: offer monthly *Make a Masterpiece Monday* for STEAM related hands-on projects for children to express their creative side and encourage the further use of the design center.
- December 9, 2017 to date: offer monthly *STEAM Storytime* (a mix of storytime and science lab to help build early literacy and inquiry skills).
- November 2017 to date: offer *Playdoh Playdate* a program that encourages children to create without structure and limitations.
- October 2017: offered the *Music Institute of Chicago's Music for Life* program on Wolfgang Mozart.
- September 2017 to date: offer monthly *Lego Club* with new challenge each month.
- September 2017 to date: offer monthly *Cooking with Kids* that introduces nutrition, measuring, and engages different senses. Popularity led to addition of another session.
- September 2017 to date: offer a design center stocked with supplies of all kinds that encourages children to create without structure and limitations.
- September 2017, offered *Astronomy for Everyone: Size & Scale of the Universe*.
- June 2017 to date: offer monthly *Lunch Bunch* mini-movie matinee based on children's literature.

**Patron Comment:**

*I love the newsletter contest and the Girls Who Code. March 2018.*

**d. Expand teen/tween programming options.**

**Achievement:** With the addition of a full-time YA Librarian in December 2018 and new programming, the library is establishing its role in the lives of Lake Forest tweens and teens and transitioning these patrons from the Children's Library.

**Actions:** The library took the following steps to welcome teens and tweens and encourage them to view the library as a study space, source for resources and support, and provider of programming and materials designed to address their needs and interests:

- May 2019: match teens and opportunities for volunteers for summer reading
- April 2019 to date: opportunity to join the Young Adult Advisory Board
- April 2019: offer six-week *Coding Club* with a focus on sequencing and game solutions
- April 2019 to date: offer monthly High School Book Group (May 2019 selection: *One of Us is Lying* by Karen M. McManus; April 2019 selection: *Warcross* by Marie Lu)
- April 2019: offer monthly Middle School Book Group (May 2019 selection: *Leviathan* by Scott Westerfeld; April 2019 selection *The False Prince* by Jennifer A. Nielsen).

- March 2019 & April 2019: partner with Deerpath Middle School West library for lunchtime program, supplying game consoles and tabletop games
- March 2019 to date: partner with Lake Forest High School to support the Varsity Reading Team for monthly book discussion before school
- March 2019 to date: offer monthly video game nights with PS4 (and VR headset) and Xbox, as well as tabletop games
- March 2019 to date: offer Teen Choice movie nights
- March 2019: offer *Spring Break Micro Coding Camp*.
- March 2019: offer (free) SAT Practice Test for grades 9 through 12 (college planning)
- March 2019: High School Book Group: *The Savage Song* by Victoria Schwab
- March 2019: Middle School Book Group: *Scythe* by Neal Shusterman
- March 2019: Summer Jobs display in YA section, with information and applications on local employment opportunities, internships, and volunteer opportunities relevant to teens
- January 2018, September 2018, and March 2019: 10-week *Girls Who Code* program that meets weekly for a two-hour session.
- December 2018: Hired Emily Neal, as full-time YA librarian to develop and deliver innovative programming relevant to teens and tweens.
- December 2018: offered Exam Escape, with expanded study areas, refreshments, and therapy dogs
- December 2018: program *What is a Gap Year?* (college planning).
- October 2018: offer *Library Star Quest: Scavenger* September 2018: program *College Entrance Essay Workshop* (college planning)
- September 2018 to date: Kasian Room opened each Sunday for *Teen Study Sunday*.
- July & August 2018: program *Retro Raspberry Pi* to show teens how to program the small Raspberry Pi computer into a game console. (tech based learning)
- June, July, & August 2018: host a Teen Anime movie series.
- June 2018: book discussion of book to film adaptation of *Wonder* by RJ Palacio.
- March, August, October, November, and December 2018: *Breakout Room* encouraging teens to flex their critical thinking, collaboration, creativity and communication skills.
- September 2017 to date: monthly after-school Tween Creativity Club.

**Patron Comment:**

*THANK YOU for all you do for our library! All of the programming and other initiatives you have brought to us are fabulous!!! We are lucky to have you! Thanks for listening. December 2018.*

- e. Develop and offer programs tailored to individuals with disabilities or special needs.**

**Achievement:** With training and the creation of the Inclusive Committee, the Library has created an awareness in the staff of the importance of creating and delivering inclusive programming and services and purchasing resources relevant to individuals with disabilities or special needs.

**Actions:**

- January 2019: Library created a committee charged with identifying needs and creating programs tailored to individuals with disabilities and/or special needs. Committee meets monthly and reports monthly at department head meeting. Committee will provide an update to the Board of Trustees on April 9, 2019.
- December 2018: North Suburban Special Recreation Association's Winter Break Camp visited library for tour, story time, scavenger hunt, and art activity (ages 15-21)
- October 2018: Deerpath Middle School special needs students were invited to the library to complete a project as part the school's Community Service Day.
- June 2018: program *Driving with Autism*, designed for drivers of all levels who have autism or disabilities, partnered by representatives from Independent with Autism and the Lake Forest Police Department.
- March and April 2018: Children's Library hosted two additional special needs story times.
- September to date: Children's Library developed and hosts occasional special needs storytimes.
- October 2017 to date: Children's Librarian developed and presents a monthly (first Tuesday of the month) special needs story time at Sheridan School.
- October 2017, Deerpath Middle School special needs students were invited to the library to complete a project as part the school's Community Service Day. After completing the project, students were introduced to relevant Library databases and invited to apply for Library cards.

**Patron Comment**

*Writing this as a former Library Board Member to tell you how impressed I was today with Mary Webber's Special Needs Storytime. Both of my grandsons, ages 3 and 5, live with us and are on the autism spectrum. . . . It was obvious that Mary had spent a lot of time planning the event and had consulted with a special needs nursery teacher on how to structure and present the event to the children. . . . What was also impressive was Mary had an array of activities from which to choose and didn't hesitate at all, when the kids became antsy, to change the schedule to accommodate to their needs. . . There were five adults and five children at the event and everyone appeared to enjoy themselves. . . Before ending this note, I also want to thank you for allowing Mary to go to the Special Needs Nursery School Program at Sheridan Elementary every month to read to the children. Both of my grandsons are in that program, too. Their teacher . . . shares with us the books Mary has read so that we can follow up with them at home. November 2017.*

**f. Continue experimentation of offering programs at a variety of days and times.**

**Achievement:** The Adult Services department has found through trial and error that evening programs starting at 7:00 pm and occasional weekend programs work best to bring in the biggest audiences. Similarly, the Children’s Library continues to develop new and exciting programs and experiment with new times and ideas based on information gained from the patron feedback. The Children’s Library focuses on delivering programs at times that all families can attend.

**Actions:**

- March 2019 – May 2019: students asked for a movie night later in the evening because New Release Fridays starts at 3:00 pm. The library added Teen Choice Movie Night.
- February 2019: the Children’s Library is revamping all children’s storytimes from registration to drop-in and rescheduling to different times.
- March 2018 and March 2019: the Children’s Library planned a full range of events and programs for spring break for the first time. The programming was well attended and much appreciated.
- Experimentation is on-going. Additional sections of programs are added and times varied over the day and on the weekends to enable as many families as possible to participate. The goal is find times that will encourage families to participate.

**D. Update library use policies.**

**a. Review and update Collection Development Policy to ensure collection adequately addresses needs and interests of all library users.**

This project is on deck for Spring and Summer 2019.

**b. Evaluate current library policies that impact on how users experience the library.**

(Response for D(b) and D(c) are combined below.)

**c. Amend those library policies that unnecessarily limit or adversely impact how users experience the library.**

**Achievement:** By extending due dates of most items, and introducing automatic renewals patrons are able to use the library with less stress about late fees. Staff also purchases extra copies of popular Most Wanted titles, decreasing hold times for patrons.

**Actions:**

- February - March 2019: added Nintendo Switch video games.

- December 2018: increased the circulation period for all children’s DVDs from three days to two weeks and allow renewals.
- September 2018: reviewed policy of holds-driven acquisition for e-book titles via MyMediaMall and Hoopla. Modified policy to purchase additional copies available for use only by Lake Forest residents when number of holds by Lake Forest residents reaches three reduced from five.
- July 2018: reviewed circulation policy and made the following changes:
  - Increased most check-out periods to three weeks.
  - Increased from one to two renewals: Books & Audiobooks, Playaways, Music CDs, Great Courses; CD/Audiobook, Puzzle, Puppets, and Toys.
  - Video Games made holdable.
  - Removed the limit of eight on magazine checkouts.
  - Added the ability to hold (only for Lake Forest residents): new DVDs (series, feature film, and nonfiction).
  - Added the ability to hold Book Club Collection.
- July 2018: raised the limit on holds and checkouts from three to twenty for the DVD2G0
- June 2018: Replaced the rental program with the *Most Wanted* program that provides multiple copies of the newest releases; materials circulate for one week with one renewal.
- May 2018: Evaluated the rental program that charged \$1 per week to “rent” a new title for a week and discontinued the program.
- December 2017: increased print book check-out period to three weeks.

**Patron Comment:**

*Love the new 3-week check out! December 2017.*

**E. Evaluate service desk and program staff development needs to meet increased service standards.**

**a. Offer staff development opportunities.**

**Achievement:** Staff continued to stay current on library trends, technology, inclusiveness, programs, and other topics related public libraries, which implemented new ideas in the Library.

**Actions:**

- February 2019: all staff meeting on new employee policies.
- April – May 2019: six library staff will attend the eight-week online Harwood Institute’s Public Innovators Lab series on Community Engagement and Assessment.
- December 2018: all staff meeting included two-hour session by organizational consultant on work place personalities and working together.

- November 2018: an Adult Services librarian attended Harwood's Institute program on community survey projects and LACONI middle-manager training.
- September 2018: all staff meeting included presentation by Leigh Jeter, Jeter Law Office, about diversity and inclusion in customer service and employment arenas.
- September 2018: Children's librarian attended Association for Library Service to Children National Institute.
- June 2018: an Adult Services librarian attended the American Library Association mid-winter conference.
- May 2018: five staff members attending Illinois Library Association's *Reaching Forward Conference* in Rosemont, Illinois.
- April 2018: all staff meeting included two-hour session on customer service for patrons with disabilities and/or special needs by *JJsList.com* and a session on technology.
- November 2017: two fulltime staff members attended a disability awareness training session that focused on working with individuals with disabilities and/or special needs in the customer service setting.
- November 2017: an Adult Services librarian attended the LITA (Library Information Technology Association) conference and brought back new tech ideas, including VR, designing tech-lending programs, and website evaluation.
- December 14, 2017: all staff meeting on new employee policies.
- December 2017 to date: all staff attend numerous training sessions on the new Polaris ILS.
- September 2017 to date: the Library Director, Head of Youth Services, Assistant Manager of Circulation, and an Adult Services Librarian regularly attend meetings and workshops hosted by the *Charmm'd Foundation* on leadership and community engagement.

### **Patron Comments:**

*The speaker was very knowledgeable and all Library staff was very kind and helpful! This is my first time here and I'll be back! Prairie, Forest, Ravine presentation as part of Deep Freeze Reed. February 2019.*

*Well done! Just wanted to say how much I enjoy the computer area and what a great job the staff does assisting me (and everyone) with my computer and scanner questions. The equipment and staff are excellent!!! It helps me get done all I need to with ease. October 2018.*

*I love coming to the LF Library because all of the Librarians and Chris in the reference section are very friendly and helpful. August 2018.*

*It's such a pleasure entering my "home away from home!" Your front desk always greets me with a gracious 'smile' & welcome. Your Reference Desk staff is beyond compare. Always willing to assist in any way possible to obtain my requested book.*



*The Historic LF library is an asset to our fine community. To continued success in the future. June 2018.*

*The wonderful women and men who work here have always helped me to make great reading choices. They are all unsung and great helpers in our community. Always upbeat, positive, and I look forward to their suggestions on my literary journey. November 2017.*

*Best library in the area. Good selection, staff is friendly (especially to members of the reciprocal borrower's program). Go there and talk to them. They will get you what you need to read to view. The Reference Librarian is helpful and suggestive of materials and methods to get materials. Don't do the inter-library loan. Go there and ask for what you need. You'll be glad you did! December 2017.*

**b. Identify staff training needs and develop responsive training.**

**Accomplishment:** Using patron comments and internal discussions the library has identified training needs and is working to respond to these needs.

**Actions:**

- March 2019: Lake Forest Library Core Technology Competency Program developed identifying all needed technology skills for library positions.
- December 2018 - January 2019: all staff are issued library domain emails and added to e-mail distribution lists to keep all informed of library events and actions.
- November 2017 – January 2018: job descriptions prepared and benchmarked for all positions identifying the necessary skills to hold the position.
- September 2017 to date: Evaluated part-time and fulltime staff awareness of events and activities at the library. In response, *Weekly Staff* e-news is prepared by Library Director and sent to all staff on Monday morning updating staff on library news and listing all upcoming events to enable all staff to provide patron service.

**Patron Comments:** See comments above.

**c. Develop staff orientation checklist and orientation materials that reinforce service level standards.**

- January 2019: created new staff orientation checklist and tested it as a PowerPoint on all fulltime employees hired in the last two years.

**F. Explore options for automation.**

**a. Select, trial, and evaluate self-check options.**

- The addition of Ross Shanley-Roberts as Head of Technical Services & IT in February 2019 brought someone on staff that has worked with self-check

options. Given the cost of a self-check unit, the goal is to test a stand-alone wireless Polaris unit using a PC in the lobby. If successful, the Library will investigate the purchase of a stand-alone unit.

- b. Investigate options for RFID and credit/debit card payments for printing, photocopying, and payment of fines.**

## ENSURE ACCESSIBILITY FOR ALL USERS

The library increasingly plays a vital role in providing access to technologies that make important learning resources available outside the library's physical space. In doing so, the library seeks to ensure all ages have access to and understand emerging technology and digital learning opportunities. In addition, the library wants to ensure that its print resources are fully accessible.

### **A. Provide in-depth online resource training for all public services team members.**

All Adult and Youth services staff have been trained and are able to assist patrons with the various e-resources offered by the Library (*e.g.*, MyMediaMall, Hoopla, Kanopy, RBDigital, Freegal, *etc.*). In addition, the Adult Services team receives vendor training on the specialized databases. For example, S&P NetAdvantage and Morningstar.

The Library's Technology Core Competencies requires all public services staff to have the ability to assist patrons in e-resources and databases.

### **B. Launch outreach campaign promoting electronic resources available through the library.**

**Achievement:** Librarians actively work to inform patrons and community residents about electronic resources both at the Library and in various areas throughout the community.

#### **Actions:**

- January 2019: Adult Services librarians performed outreach at the City of Lake Forest annual Employee Health and Wellness Fair. Librarians issued library cards and demonstrated the library's e-resources.
- 2018–2019: eResource bookmarks including Read-Listen-Watch (apps for Cloud Library, Libby, Hoopla, Kanopy, Freegal, RBDigital), Hoopla, Lynda.com, Tutor.com, and RBDigital were redesigned for content and to include links to their respective pages on the library website.
- May 2018: Tech Tuesday videos evolved into the "Resource of the Month" focused on sharing one resource more intentionally with patrons and residents. The Communication team joined the efforts and began promoting the ROTM with posters throughout the library and inclusion of the ROTM in the monthly eNews. Beginning in March 2019, the upcoming ROTMs were also included in the newsletter. The goal is to increase the number of times and ways that patrons see the ROTM.
- January 2018: Librarians created weekly technology tutorial videos featured on Facebook every Tuesday and archived on the library's YouTube channel.
- November 2017: New bookmarks created "*The Books You Want at Your Fingertips*" and "*Stay Warm and Comfy at Home this Winter.*"

- October 2017 to date: Each month a selected e-resource is featured on the library's social media platforms.
- September 2017 to date: Adult Services librarians perform outreach at Lake Forest Place with quarterly visits to deliver print materials and demonstrate (one-on-one) the library's e-resources.
- September 2017 to date: monthly tech courses at the Dickinson Hall include information on library e-resources. See additional information below.

**C. Provide online and print user-friendly instructional materials and in-person instructional opportunities.**

**a. Create and staff highly visible desks with drop-in and by-appointment options.**

**Achievement:** The Library is able to assist patrons with easy and in-depth technology questions in an efficient manner, decreasing a lot of need for scheduled one-on-one appointments,

**Actions:**

- 2018–2019: Redesigned eResource bookmarks (see above).
- May 2018 to date: Drop-in Tech Help Thursdays (two hours of time each week at a drop-in desk limited to tech help)
- October 2017: e-Media app instructions updated and hosted on Library's website at [www.lakeforestlibrary.org/digital](http://www.lakeforestlibrary.org/digital)

**Patron Comments:**

*Michelle is excellent at answering issues with converting documents and getting on software apps. May 2018.*

*The reference librarian, Judy, provided even more than I asked for preparing for travel to Tokyo. Japanese language audio book, 2 movies, CD to learn Japanese, IMO. Superb reference service. May 2018.*

*Liz, reference librarian, helped me with Freegal app. She was patient, pleasant, and knowledgeable. Now I can enjoy music forever! June 2017*

**b. Develop traveling librarian to provide instructions at locations other than the Library (e.g., senior center).**

**Achievement:** The second Tuesday of the month tech classes are an established outreach activity for the Adult Services team. The program was developed by the Library and is presented as a collaborative effort with Dickinson Hall.

**Action:** Since September 2017 Adult Services Librarians have offered the following tech classes the second Tuesday of the month at Dickinson Hall:

- May 2019: How to Use Siri for Almost Everything
- April 2019: YouTube for Beginners
- March 2019: Apps for Healthy Living
- November 2018: Texting Like a Pro
- October 2018: Organizing and Sharing iPhone Photos
- September 2018: Using the iPhone News App
- July 2018: Internet Security
- June 2018: Traveling? There's an app for that!
- May 2018: Lynda.com
- April 2018: Effectively using the Library's new website
- March 2018: How to Find Your Next Great Read
- December 2017: Podcasting class
- November 2017: iPhone photography class
- October 2017: Social Media
- September 2017: Using Library download/streaming services and general tech assistance

**c. Develop additional opportunities for learning and mastering technology skills.**

**Achievement:** The increase in the number of tech classes is easily matched by demand, with sessions regularly filling to capacity, confirming the continued patron interest in tech topics.

**Actions:**

The Library created and implemented technology classes. The classes are intentionally small-sized to provide sufficient hands-on instruction.

- March – May 2019: Microsoft Word I (2 sessions); Microsoft Word II (2 sessions)
- April 2019: PowerPoint (2 sessions)
- September – October 2018: Google Drive (3 sessions)
- October/November 2018: Gmail and Google Calendar
- March – May 2018: Excel I (3 sessions); Excel 2 (3 sessions)
- March – May 2018: Say Hello to Windows 10 (3 sessions)
- April 2018: Create Your Own Podcast

- March 2018: Declutter Your Digital Space\*
- December 2017: Digitizing photos
- December 2017 – February 2018: Excel I (3 sessions); Excel 2 (3 sessions)
- December 2017: Digitizing photos
- September – November 2017: iPhone Photography (3 sessions); Organizing Files (3 sessions)

Technology seminars were developed and delivered by library staff and additional programs (see \*) provided by outside consultants.

- May 2019: How to use Siri for Almost Everything
- April 2019: YouTube for Beginners
- March 2019: Apps for Healthy Living
- August and October 2018: Cut the Cable Cord
- July 2018: Protecting Yourself Online
- June 2018: Google Maps
- March 2018: Declutter Your Digital Space\*

Developed Drop-in Tech Help desk every Thursday from 2:00 – 4:00 pm. From March through May 2018, the desk was staffed by tech savvy Lake Forest-Lake Bluff high school students. Since May 2018, the desk is staffed by Adult Services librarians. Starting in January 2019, the YA librarian also works on the Tech Help desk.

#### **Patron Comment**

*Chris is an accommodating and phenomenal employee. On a scale of 1-10, he's a 15. Exceptional! Great customer service. If he was in my field, he would be hired on the spot. October 2018.*

#### **D. Expand homebound outreach efforts.**

##### **a. Identify and market to relevant patron groups.**

##### **Actions:**

- January 2019: Adult Services librarians held a Library *Meet & Greet* at Lake Forest Place. Residents were registered for library cards and provided information about homebound services at Lake Forest Place.
- Adult Services librarians work with patrons to identify materials and deliver the materials. In addition, Adult Services librarians perform outreach at Lake Forest Place with quarterly visits to deliver print materials and demonstrate (one-on-one) the library's e-resources.
- February 2018: Improved intake form for those requesting homebound delivery. Now available online at: [www.lakeforestlibrary.org/homebound](http://www.lakeforestlibrary.org/homebound).
- Homebound Services ad included in Fall 2018 newsletter.

**E. Evaluate location and classifications of adult fiction collection and update signage to improve access.**

**Achievement:** As the evaluations of the physical location and signage of the collection are underway, staff are becoming more aware of the need to shift and address the physical collection needs.

**Actions:**

- February – March 2019: Updated Fine Arts Room shelf signage with Dewey Decimal ranges that match the books in each section. Redesigned signs with color-coded category information to assist patrons in scanning the room and browsing.
- January – February 2019: Evaluated newspaper/magazine collection and the location of the collection over the three rooms (Reading Room, Fine Arts Room, and Business Room). Changes were made to the location and flow of the magazines and signage made more patron friendly. A Finder Guide with a list of all publications and their locations in the library was created for patron and staff use.
- December 2018 to date: evaluating the adult fiction, mystery, large print, and science fiction collection. Efforts are on hold for the short-term as we work on the potential relocation of the YA collection.
- December 2017: Added a yellow book cart with adult materials (books and magazines) and located the cart in Children’s Library.

**Patron Comments:**

*I love the new cart with adult books (in the children’s room) – so great for parents visiting with little kids. Thanks! December 2018.*

*Patron said that she never gets upstairs (two young daughters). When she saw the yellow cart she said “I can read about fashion and design. What a treat!” December 2017.*

**F. Assess functionality of audiovisual shelving and display units and replace as needed.**

**Achievement:** As the evaluations of the physical location and signage of the AV collections are underway, staff are becoming more aware of the need to address the needs of this collection and to respond to patron comments on this collection. At this point, cost is the prohibition on real changes.

**Actions:**

- January – March 2019: evaluating the use of the business office as a new location for audiobooks, music CDs, and Great Courses.
- September – December 2018: moved hot titles and other DVDs to first floor during elevator out-of-service period.
- July 2018: Redesigned directional and shelf signs to assist patrons in finding items in this collection.

- July 2018: relabeled by language and reorganized by alpha order into a separate location the foreign film collection for easy patron access.
- November 2017: reorganized music CDs to group all new CDs together.
- September 2017: removed security cases on DVDs (other than series) to gain space making it easier for patrons to browse and/or search for DVDs.
- September 2017: reorganization of the Children's Library print and AV materials to provide better access to the print collection.

**Patron Comments:**

*I absolutely love the foreign movies section! I think it's a brilliant idea and should be expanded to include more films. Particularly films that are modern. The old ones are good too. January 2019.*

*You always get the most polite help. Wonderful library experience. Love the additional DVDs. Please keep them going. June 2018.*

**G. Investigate and assess opportunities to deliver services to West Side residents.**

**Actions:**

- Bring into the Vision 2050 project a discussion of services to West Side residents.
- Exploring options with West Lake Forest businesses. For example, West Lake Forest businesses are invited to participate in *With Love, From Your Library*.
- June 2019, the informal book advisory discussion alerting readers to new books will be held at **Little Tails Bar & Grill** in West Lake Forest.



## **IMPROVE LIBRARY SPACE TO ENSURE ACCESSIBILITY AND DESIRED FUNCTIONALITY**

A 21<sup>st</sup> century institution that serves individuals of all ages and interests, the Library wants to improve its spaces to respond to changing needs while respecting its historic building and role in the community.

### **A. Improve accessibility and usability of exterior and interior space to improve quality of library visits.**

#### **a. Retain a consultant to evaluate capital infrastructure and prepare a capital assessment plan.**

**Achievement:** HGA delivered the feasibility study in August 2018.

**Actions:**

- December 2018: Hammel, Green and Abrahamson, Inc. (“HGA”)
- March 2018: the Library retained HGA to prepare a feasibility study.
- November 2017: the Library issued an RFQ for Architectural Services.

#### **b. Prepare timeline and budget estimates to address capital infrastructure needs, including ADA compliance actions.**

**Actions:**

- January 2019: HGA delivered dome repair/restoration study and estimated costs.
- March 2018: the Library retained HGA to prepare a feasibility study for the library. The feasibility study, delivered August 2018, included a timeline and estimates to address the capital infrastructure needs.

#### **c. Complete the crosswalk improvements.**

**Action:** October 2017: The Deerpath crosswalk was re-signed and repainted.

#### **d. Evaluate options for alleviating parking challenges.**

**Action:** Ongoing conversations with the City regarding the parking on Deerpath Road, use of the Upper Gorton Parking Lot, and the potential parking coming out of the McKinley Road Redevelopment Plan.

### **Patron Comments:**

*I am a long time resident of Lake Forest and frequently I am a long time resident of L.F. and have frequently used the wonderful library. I would suggest [you] increase the number of handicapped parking close to front door. I have driven to the library three times to pick up a reserved book and was not able to accomplish my mission as there were no handicapped available within my walking range. Perhaps there should be at least two or three spaces just west of front door where there is only 1 at the present time. Hope you consider this comment. Thank you. August 2018.*

*I love all the new programs and services the LF Library is offering. They help the patrons engage with the community, the world, and each other. My only complaint is the lack of parking to accommodate the library's expanded offerings. In the past, there was always an additional 10-15 parking spaces behind the Historical Society. Now these spaces are gone. The only additional parking now remains in the paid city lot across Deerpath. I would like the city to support the library by providing a section of the paid lot as reserve parking for the library staff and patrons. This section should not require a fee of any kind. It would also help if the Deerpath crosswalk was made safer by providing some kind of flashing light similar to what is currently in use on Sheridan Road by LF College. March 2018.*

### **B. Redesign interior spaces that reflect differing user needs for social and collaborative activities with quiet work, study, and reflection.**

#### **a. Retain a consultant to assess current space and prepare building improvement plan.**

**Achievement:** The library received a feasibility study in August 2018 from HGA.

**Action:** November 2017: the library issued an RFQ for Architectural Services. In March 2018, the Library retained HGA to prepare a feasibility study for the Library.

#### **b. Explore and assess need for a dedicated space for teens.**

**Action:** January to date: evaluating the use of ½ of the AV level to create a teen space by using the business office as a new location for audiobooks, music cds, and Great Courses.

#### **c. Explore and assess need for meeting space(s) that will accommodate small groups.**

See (a) above.

#### **d. Explore and assess additional entrance points to the library.**

See (a) above.

- e. **Prepare timeline and budget estimates to provide the desired building improvements.**

See (a) above.

**C. Investigate public-private partnerships and sponsorships to support desired building improvements.**

**Action:** October 2018 to date: The library presented to City Council the results of the HGA Feasibility Study. As a result of the presentation, Alderman Jim Preschlack was appointed by the mayor to work with the library on the Vision 2050 project.

## **RAISE THE VISIBILITY OF THE LIBRARY AND ITS WORK IN THE LAKE FOREST COMMUNITY**

The Library wants to develop a more robust marketing effort to ensure all members of the community are aware of its services, resources, programs and interest in collaborating.

### **A. Enrich and expand marketing and communications activities.**

#### **a. Hire marketing coordinator.**

**Achievement/Action:** August 2017: Joy Schmoll hired as Head of Communications. In addition to Communications, Ms. Schmoll is assuming operational duties.

#### **b. Develop a sustainable print and e-marketing strategy.**

**Actions:** In progress. Joy Schmoll, Head of Communications, is developing routines, online tools, and strategies to streamline recurring marketing process and make room for additional marketing efforts.

#### **c. Develop regular e-blasts targeted to niche interests.**

**Actions:** January and March 2018: Experimented with sending an eBlast featuring one program and a prominent call-to-action button (as opposed to our typical monthly eNews with several programs and in-line text links). Program registrations increased after the eBlasts went out. Plan to use eBlasts for special programs we want to highlight or that merit a promotional boost.

October 2017 to date: began experimenting with Meetups and Facebook Events.

#### **d. Retain marketing firm to design new logo that reflects the past and future of the Library.**

**Achievement:** Library Market delivered and the Library accepted the new logo on October 30, 2017. The new logo was presented to Board at the January 2018 board meeting. The logo is used on all marketing and internal documents.

**Action:** The library retained Library Market to design a new logo that reflects the past and future of the library.

#### **e. Increase library presence and engagement on social media.**

**Achievement:** The library has greatly increased the effectiveness of its social media presence. As of December 2018, the library had 1,350 Facebook followers, up from 1,161 followers (16.3%) in December 2017; 1143 Instagram followers, up from 404 followers (182%) in December 2017; and 1,245 Twitter followers, up from 1,145 (9.3%) in December 2017. The library has expanded

its use of social media platforms to include both instructional and entertaining videos.

**Actions:**

- March 2019 to date: Mandy Russell, Graphic Designer, is working with Liz Poppenhouse, Outreach and Social Media Librarian, to be cross-trained in the library's social media techniques.
- February 2019 to date: The Communications team and Liz are meeting quarterly to generate social media content ideas and distribute work for the upcoming three months.
- January 2019 to date: formalized the prior program of random staff book reviews into weekly Friday Reads with reading suggestions for children, teens, and adults. The program was also expanded to include all interested staff members.
- January 2019 to date: create bimonthly instructional videos highlighting the Resource of the Month that are shared on social media.
- January 2018 – December 2018: created weekly Tech Tuesday videos highlighting new technology and e-resources.
- October 2017 to date: use Facebook events feature to highlight certain events and creating and posting short promotional videos on Library's social media platforms.
- Created a LinkedIn page for the Library, with occasional business related updates.

**f. Update all marketing materials to incorporate new logo and brand consistency.**

**Achievement:** The logo is used across all print media and digital media where possible. Old bookmarks, flyers, and signage continue to be updated.

**Actions:**

- February 2019: Sign with new logo added to front door.
- January 2019: new letterhead launched.
- October 2018: new annual report format launched.
- February 2018: rebranding efforts launched with library's new logo and new format for newsletter launched reflecting better organization and marketing appeal.

## **B. Develop more robust relationships with local media, both print and e-outlets.**

### **Actions:**

- February 2019 to date: Press releases that are not picked up by the media are self-published to Patch and/or Tribune Community.
- September 2018 to date: Press releases are shared on Twitter with the hashtag #LFLibPress.
- April 2018 to date: Attend monthly PR Council of Lake County meetings.
- February 2018 to date: Press releases are sent more regularly, and with an increasing focus on newsworthy topics rather than just event announcements, in order to establish the library as a good and reliable source for stories.
- February 2018 to date: Library events are posted to community calendars including Metromix and Spingo. March 2019: We are beginning to explore posting to Patch.
- December 2018 to date: Head of Communications meets with or directly messages with inquiring journalists to ensure they have accurate and thorough information, as well as following up with them after an article is published as appropriate.

## **C. Evaluate effectiveness of quarterly newsletter.**

**Achievement:** Delivery of a quarterly newsletter that is not only visually appealing, but organizes events and programs so patrons can hone in on the area that is of interest.

### **Actions:**

March 2018 to date: updated and improved the quarterly newsletter, refreshing its layout and design allowing patrons to find programs easier to match their interests, reflect the excitement and energy we feel when putting on programs, and to engage and interact in the ongoing conversation between the library and the patron.

### **Patron Comments:**

*Just reaching out to say how impressive our library is. This new format of the newsletter rocks and makes me want to sign up for everything. It really makes me more aware of what an incredible resource the library is, staying so modern in terms of offerings and so much more than just books. As if those weren't great enough! Hoping you'll pass the feedback on. I know you're heavily involved over there so thank you for all your contributions!! Have a super holiday! November 2018.*

*I love your newsletter – Under the Dome. You are doing really interesting and good work. September 2018.*

**D. Increase library presence in the community through participation in community events.**

- a. Evaluate the community events and partnerships in which the Library currently participates to determine effectiveness.**

**Achievement:** Over the last two years, the Library expanded the nature of the events it participates in throughout the community.

**Actions:**

- March 2019 – to date: **host Representative Bob Morgan’s neighborhood office hours**
- December 2018: New page added to website to keep track of the ways the library partners with community organizations, [www.lakeforestlibrary.org/engage](http://www.lakeforestlibrary.org/engage).
- October 2018 to date: **host Congressman Brad Schneider’s** quarterly neighborhood office hours.
- August 2018: library participated for the second time in the **American Legion’s** Lake Forest Day Parade. The library entry placed first in the Civic category for the second year in a row.
- June – July 2018: Two programs were offered for adults and one for children’s partnering with **GO LAKE FOREST**, the citywide initiative to get moving and make healthy choices. *Ravinia Picnic Prep with The Fresh Market; Macaroni Soup! Active Music for Kids; and Hooray for Bollywood ... Let’s Dance!*
- September 2018: participated in new student orientation day at **Lake Forest College**.
- May 2018 to date: the City HR department is alerted to library programs that may qualify for **Healthy Asset** points under the employee flex plan program.
- February 2018: Partnered with **Congressman Brad Schneider’s** office on the *Make a Valentine for a Veteran!*
- September 2017: Partnered with the **Lake Bluff Lake Forest Preservation Foundation** to host *The Ghost Train*, a month-long foyer display and evening presentation by Arthur Miller, professor emeritus, Lake Forest College.
- September 2017: YA and Children’s Librarians presented a story time at Forest Park Beach for the **Lake Forest Parks & Rec Family Fun Camp Out on the Beach**.
- September 2017 to date: Children’s Librarian presents a monthly story time onsite at the **Little Scouts** preschool, the daycare associated with the Lake Forest Lake Bluff High School.
- September 2017 to date: Relevant events are posted on the **Lake Forest – Lake Bluff Chamber of Commerce** online events calendar.
- September 2017 to date: select events are posted on the **City of Lake Forest** online events calendar.

- June 2017 to date: Children’s Librarian presents a monthly *Summer Storytime at the Beach* as part of the **Lake Forest Parks & Rec** programming.
- May 2017 to date: Children’s Librarian presents a monthly *Special Needs Storytime* at **Sheridan School**.

**b. Research and identify other community events in which to participate.**

December 2017 – June 2018: Library Director met monthly with Janice Hack, Executive Director, Lake Forest – Lake Bluff Historical Society, Amy Wagliardo, Executive Director, Gorton Community Center, Eric Bailey, Library Director, Lake Bluff Library, and Cathy McKechney, Director, Lake Bluff History Museum to discuss programming ideas and collaborations.

**c. Prioritize participation based on the Library’s mission and impact of the event.**

**E. Purchase upright display banners with Library name and logo for use at outside events.**

**Achievement:** The purchase and use of the banners establishes name recognition with the Library participates in community events or hosts events at different locations.

**Actions:**

- February 2019: Purchase a tabletop banner with the library logo as a companion-marketing piece to the large banner.
- August 2018: Purchased upright banner to create excitement and recognition for the library. The banner is used at events outside the library such as the Lake Forest College student orientation and *Deep Freeze Read* author events at Gorton Community Center.

**F. Increase Library presence in the community through partnerships with community organizations to deliver programs and activities.**

**a. Continue Lake Forest Reads Ragdale (one community one read).**

**Achievement:** This is a signature event for the library. October 2019 will be the 7<sup>th</sup> year for the event. The success of this program inspired a similar non-fiction event – *Deep Freeze Read*, the one book two community non-fiction read offered in partnership with Lake Bluff Library in 2019.



### **Actions:**

- January – March 2019: Partnered with **Lake Bluff Public Library** on *Deep Freeze Read*, a one book two community read with the purpose of enhancing nonfiction literacy. Interviews/Q&A sessions with Dan Egan about his book the *Death and Life of the Great Lakes* were held at Lake Forest College and Gorton Community Center. Seven additional events were held at the library and six events were held at Lake Bluff Public Library. Other partners include Lake Forest Open Lands, Gorton Community Center, Lake Forest College, the Lake Forest Bookstore. A two-month display of historical Chicago Tribune and New York Times articles was hosted in the display cases in the library lobby.
- January 2019: The *Lake Forest Reads: Ragdale* committee selected Rebecca Makkai's work, *The Great Believers*, for the 7<sup>th</sup> annual *Lake Forest Reads: Ragdale* one community one read program.
- October 2018: The 6<sup>th</sup> annual *Lake Forest Reads: Ragdale* book selection was Christina Baker Kline's *A Piece of the World* which culminated in nine events around the themes of friendship, family, illness, passion, art, history and legacy. The program was offered in partnership with Lake Forest College, Ragdale, Friends of Lake Forest Library, and the Lake Forest Book Store. Dickinson Hall, Lake Forest Parks and Recreation, and Gorton Community Center also hosted related community events.
- September 2018: Branded Lake Forest Reads: Ragdale to make a cohesive design across marketing materials (newsletter, website, posters, and books plates) and establish stronger visual recognition of the program in the community.
- October 2017: Library in partnership with Lake Forest College, Ragdale, Friends of Lake Forest Library, and the Lake Forest Book Store hosted the 5<sup>th</sup> Annual *Lake Forest Reads: Ragdale*. Dickinson Hall, Lake Forest Parks and Recreation, and Gorton Community Center also hosted related community events.

### **b. Investigate other partnerships with community businesses similar to “With Love, From Your Library” and joint-sponsorship of programs and events.**

**Achievement:** Other organizations in the community are becoming aware of the Library's interest in collaborating.

### **Actions:**

- January – March 2019: partner with **Lake Bluff Public Library** on *Deep Freeze Read*, a one book two community read with the purpose of enhancing nonfiction literacy. Interviews/Q&A sessions with Dan Egan about his book

the *Death and Life of the Great Lakes* were held at Lake Forest College and Gorton Community Center. Other partners include Lake Forest Open Lands, Gorton Community Center, and Lake Forest College. A two-month display of historical Chicago Tribune and New York Times articles was hosted in the display cases in the library lobby.

- January 2019: Library partnered with **Kinderhaven Preschool Academy**. Library offered a personalized storytime for the *Kinderhaven Giving Tree Fundraiser*.
- January 2019: Library partnered with **Spirit of 67 Foundation**. Library offered a personalized storytime for the *Raise Your Hand for Education* auction.
- Provide local businesses an opportunity to share expertise through events the library (e.g., Lake Forest Flowers, Kenzy Gifts & Décor, and Lake Bluff Brewery).
- June – July 2018: Two programs were offered for adults and one for children’s partnering with **GO LAKE FOREST**, the citywide initiative to get moving and make healthy choices. *Ravinia Picnic Prep with The Fresh Market*; *Macaroni Soup! Active Music for Kids*; and *Hooray for Bollywood ... Let’s Dance*.
- June and December 2018: Partnered with outside contractors to provide patrons the opportunity to make a difference in their community by donating blood.
- December 2017: Hired Michelle Doshi as an Adult Services Librarian to be the business liaison librarian. (see pages 34-35 for programs)

**c. Develop and provide supporting bibliographies for Lake Forest Historical Society, Dickinson Hall Senior Center, and other organizations.**

**Action:**

- Display materials in support of community programs in the Rotunda and support the marketing of the programs (e.g., Gorton Community Center, Ragdale, League of Women Voters, etc.).

**Patron Comment:**

*A regular patron came up to the desk today to share how much he enjoyed the display in the cases in the foyer for The Deep Freeze Read program and The Death and Life of The Great Lakes. This patron comes in the library often and this is the first time I ever had a conversation with him!” – Kate Buckardt*

## **G. Explore and develop ideas to engage potential new users.**

### **a. Explore and develop offerings of interest to niche groups**

**Achievement:** Awareness of the library's reach and desire to expand to new users has encouraged the library staff to consider location and topics when purchasing resources and planning new services and programs.

#### **Actions:**

- May 2019 and 2018: *Book Club Reception*. An after-hours event focused on serving book clubs that includes an author Q&A and book club resources and serves. (2018: Rebecca Makkai; 2019: Kraig Moreland)
- February 2019: offered *Introduction to Brush Calligraphy* for those interested learning and/or creating art.
- February 2019: offered *Agatha Christie: The Mystery of Living* for those interested in dramatic presentations.
- June 2018: offered a concert with pianist Chris Ubando.
- December 2018: offered *Remembering Marshall Field's Christmas* and *Al Capone: America's Gangster* for those interested in Chicago history.
- December 2018: offered *Architecture Lecture: Borrowing from the Familiar* for those interested in architecture.
- December 2018: offered *Festive Floral Designs and Hostess Gifts with Lake Forest Flowers* for those interested in home décor and entertaining.
- January 2018 to date: *New Release Fridays* offers patrons opportunity to view new releases on Friday afternoons.
- January 2018 to date: monthly *Poetry Appreciation Group* added in partnership with local resident Sandy Petroschius (poetry lovers)
- December 2017: offered *Write Your Memoir* (writers)
- December 2017: offered a concert from a Barbershop Quartet (music)
- December 2017 to date: added informal book advisory discussion alerting readers to new books. Designed for the book lover who does not want to read a selected book, but rather learn more about upcoming releases and over-looked titles. Offering began as a monthly *Book Chat & Coffee* and has evolved into a quarterly *Books You Need to Read* session. In 2019, the program will be offered twice a year and going offsite. In June 2019, the program will be at **Little Tails Bar & Grill** in West Lake Forest.

### **b. Explore and develop new offerings to appeal to potential new users**

**Achievement:** Awareness of the library's reach and desire to expand to new users has encouraged the library staff to consider location and topics when purchasing resources and planning new services and programs.

**Actions:**

- February - March 2019: added Nintendo Switch video games.
- February 2019: Library added Creative Bug database.
- September 2018: added GoPro lending program.
- July 2018: Library added Mango database.
- February 2018: offered *Ale About Beer* (brewing processes and beer styles)
- February 2018: offered *Wingin' it with Improv*

**c. Explore and offer opportunities to engage with the business community and/or patrons interested in economic and financial issues (new users)**

**Achievement:** New programs on varied topics are being offered, a guide on starting a business in Lake Forest was created and posted on the library's new website & linked to from the City of Lake Forest's website, and business print resources were brought up to date.

**Actions:**

- April 2019: *Money Smart Week* offered two programs focused on bitcoin and cryptocurrency and financing home improvement projects.
- March – April 2019: planned programs centered around Small Business to celebrate Small Business Week including Business Writing is Creative Writing, Get Data for your Business Plan which covers ReferenceUSA, Sorkins, Census Bureau Data Tools such as Census Business Builder, and accessing public records through Records Information Series, and a brought in an entrepreneur, Phil Gator, to talk about his story in starting and growing his business here in Lake Forest.
- February 2019: Communications team expanded the half sheets to a Business Quarterly to gather business classes, services, resources, and new books into one easy takeaway and for sharing at meetings such as Rotary.
- February 2019: added new digital reference books for business professionals to Gale Virtual Reference Library database.
- February 2019: created a collection of audiobooks for professionals available for download within MyMediaMall.
- January – February 2019: Adult Services staff were trained by a representative from Morningstar on using the Morningstar library database, and three programs were hosted: one on productivity apps for business professionals, a program on Communicating with Email Marketing, and a program on considerations for businesses when filing Federal income taxes.
- October 2018 – February 2019: weeded and updated business print book and reference collection.

- October – November 2018: three-part program series for adults planning retirement and held a program in partnership with the Small Business Development Center at CLC on resources available to entrepreneurs with business ideas in Lake County.
- September 2018: Communications team began making half sheets with list of three upcoming business classes for easy sharing.
- September 2018 to date: patrons have the opportunity to schedule a one-on-one appointment with our Business Librarian Michelle Doshi, by *Booking a Business Librarian*.
- June – July 2018: provided opportunity for professional headshot and two programs focused on writing a business plan and finding business resources, held programs on the new library website pages on How to Start a Business in Lake Forest, and held a program on business plan writing.
- April 2018: programs focused on networking via LinkedIn, and social media for business.
- April 2018: *Money Smart Week* offered two personal finance programs focused on funding college education and using Standard & Poor's NetAdvantage for personal finance.

**Patron Comment:**

*Patrons have complimented many of the presenters the library has brought in for business programs and suggested that the library hold a few of them again, such as Federal Income Taxes for Your Business. December 2018*