South Holland Public Library Strategic Goals 2019-2023

The South Holland Public Library values:

• South Holland’s diverse community
• A welcoming and safe environment
• Engagement with the community through programs, services and materials
• A professional and customer-focused staff
• Effective management of library resources

Goal #1
Provide a safe, comfortable and updated building

Goal #2
Develop and sustain a diverse collection of materials

Goal #3
Foster community awareness of the Library’s value in the services it provides

Goal #4
Provide state-of-the-art technologies, connectivity and skills training

Goal #5
Offer dynamic and relevant programming and services

The South Holland Public Library’s mission is to serve and promote the informational, educational, cultural, and recreational needs of all members of the community.
# South Holland Public Library

## Strategic Priorities 2019/2020

### Building
- Conduct a space needs assessment during FY2019/2020
- Investigate options for a drive-up book drop with the final goal of installation
- Identify staff with nametags

### Collection
- Create a collection development plan which includes a collection and community analysis
- Add an online purchase suggestion form to the Library's website

### Awareness
- Create a marketing plan
- Use email blasts once a week to highlight library events and/or materials
- Plan to hire a professional who focuses on marketing and/or graphic design and/or social media as recommended by the marketing plan in 2-3 years

### Technologies
- Install a fiber data connection using Federal Erate funds
- Develop a new website with a mobile version
- Connect and advertise the SWAN mobile app when available
- Invest in more Amazon Fire Sticks, newer Rokus, more hotspots, etc. to circulate

### Programming and Services
- Create and use a survey-driven program assessment
- Develop programs and displays on hot topics and events of the year
- Update Teen Room to include additional shelving

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South Holland Public Library • 16250 Wausau Avenue • South Holland, IL 60473 • 708-527-3150 • shlibrary.org