

● MISSION

(Our Purpose): We inspire curiosity, connection, collaboration, and creativity for all.

● VISION

(Our Future): The Frankfort Public Library District is the heart of our communities, by providing lifelong learning, discovery, and experience.

FRANKFORT
Public Library
District



ADVOCACY & COMMUNITY ENGAGEMENT

- Continue to foster partnerships with local organizations to enhance the Library's presence in the community.
- Identify and invite potential new partners and local stakeholders to engage with the Library.



LIBRARY SERVICES & RESOURCES

- Develop and provide high quality Library experiences which align with current trends and engage and retain Library users through all stages in life.
- Curate a well-rounded collection of Library services and resources which align with patron interest and meet community needs.



MARKETING & COMMUNICATION

- Identify and implement best practices in internal and external organizational communication.
- Utilize diverse communication tools to improve engagement with established, lapsed, and potential new Library users, and to promote Library services and resources.



SPACE

- Evaluate existing space, in order to make intentional and meaningful changes; these changes will align with current trends, serve Library and community needs, delight our patrons, and encourage more engagement with Library services and resources in a safe and welcoming environment.
- Serve as a model of environmental sustainability and stewardship by optimizing indoor space, outdoor public land, and Library procedures.

BACKGROUND

Every 3 to 5 years, the Library develops a new long-range strategic plan. This process allows us to assess current conditions and areas for growth. The plan is also used to set goals and benchmarks for continuous improvement and evaluation.



WHY?

A strategic plan serves as a roadmap for the Library, providing waypoints by which to measure progress in alignment with the Illinois Public Library Standards. It allows the Library to evaluate and assess current services, creates goals and purpose at every level of the organization, and helps define the role of the Library. Since the needs of the Library and community are always evolving, every three to five years the Library commits to reviewing and realigning the Strategic Plan to these needs.

HOW?

Following the establishment of a three-year Strategic Plan in 2023, the Library held quarterly Strategic Plan Assessment meetings. In 2026, the Library established a planning committee from Library Trustees, Library administration, and front-line Library staff, who utilized data from those quarterly assessments to evaluate progress made on the previous Strategic Plan and the ongoing efficacy of its goals and objectives. Additional planning data was gathered from the community in the form of a community survey, staff and trustee feedback surveys, comment box comments and other anecdotal feedback, and statistic reports. The planning committee gathered and distilled this data into strategic goals and actionable objectives.



ADVOCACY & COMMUNITY ENGAGEMENT

GOAL 1:

Continue to foster partnerships with local organizations to enhance the Library's presence in the community.

GOAL 2:

Identify and invite potential new partners and local stakeholders to engage with the Library.

● OBJECTIVE 1:

Collaborate with local partners to develop opportunities to deliver Library services and programs throughout the community.

● OBJECTIVE 2:

Host regular events to highlight the resources and services offered by our community partners.



LIBRARY SERVICES & RESOURCES

GOAL 1:

Develop and provide high quality Library experiences which align with current trends and engage and retain Library users through all stages in life.

GOAL 2:

Curate a well-rounded collection of Library services and resources which align with patron interest and meet community needs.

● OBJECTIVE 1:

Continuously evaluate the collections, programs, and services that the Library offers to ensure that they satisfy patron and community needs.

● OBJECTIVE 2:

Adapt services and collections in order to reflect evolving trends.



MARKETING & COMMUNICATION

GOAL 1:

Identify and implement best practices in internal and external organizational communication.

GOAL 2:

Utilize diverse communication tools to improve engagement with established, lapsed, and potential new Library users, and to promote Library services and resources.

● OBJECTIVE 1:

Develop and implement a comprehensive strategic marketing and branding plan.

● OBJECTIVE 2:

Develop and implement an internal communications strategy.



SPACE

GOAL 1:

Evaluate existing space, in order to make intentional and meaningful changes; these changes will align with current trends, serve Library and community needs, delight our patrons, and encourage more engagement with Library services and resources in a safe and welcoming environment.

GOAL 2:

Serve as a model of environmental sustainability and stewardship by optimizing indoor space, outdoor public land, and Library procedures.

● OBJECTIVE 1:

Develop a building master plan to serve as a framework for ongoing improvements.

● OBJECTIVE 2:

Conduct an assessment of Library procedures and spaces, to identify additional opportunities for implementing universal design and sustainability.