

**Frankfort Public Library District
Strategic Plan Quarterly Assessment
June 2023-August 2023**

Highlight of Completed Progress this Quarter

Access & Experience: Sunday Service Hours

We have returned to our school year Sunday service hours. These hours expand access for members of our community who need to visit the Library during non-traditional work hours. [We will continue to assess Library traffic and evaluate our opening hours to make sure we're meeting community need.](#)

Access & Experience: Pronunciator

We debuted language learning platform Pronunciator for our patrons. This service not only provides resources to learn new languages, it also provides citizenship resources for new immigrants. This platform both aligns with our goals to provide new Library experiences, it also expands Library collections to meet the needs of the whole community, including underserved populations. [We will track statistical use of this new platform over the first one to two years to determine if it is a resource that is a good fit for our community.](#)

Communication: Reimplemented the publication of quarterly print newsletters.

Patrons have anecdotally expressed their appreciation of the return of the quarterly print newsletter. When patrons register online, we ask for how they heard about the program. Not all patrons respond to this question, but we did have 156 patrons state that they heard about a program from the print newsletter. We also had a gentleman in his 80s who stated he was a lifelong Frankfort resident who had never attended a program before, who signed up for four programs after receiving the newsletter. [Going forward, staff will continue to assess the success of the newsletter a communication tool, and will evaluate what size newsletter fits the Library's communication needs and budget. \(C.1\)](#)

Communication: Create and deepen partnerships with local organizations to enhance the Library's presence in the community.

This summer we worked with the Frankfort Police Department and Frankfort Fire Department to offer both our community partners storytimes and the Coasting with a Cop events. We also increased the number of back-to-school nights that we were able to attend and hosted the Chelsea School ELA teachers when they needed a parent-teacher space.

Finally, in addition to participating in the Fall Fest Parade and Community Showcase, we also both attended and sponsored entertainment at the 60423 Frankfort Community Celebration. At the 60423 event, we had approximately 1450 interactions with community members, handing out over 175 scavenger hunts, giving away around 725 branded swag items, and making over 300 library buttons. Additionally around 350 people attended our sponsored entertainment on the Green. [We will continue to seek out opportunities for collaboration with other community organizations. \(C.2\)](#)

Communication: Summer Reading Participant Signs

In partnership with the schools, we handed out 528 Summer Reader yard signs this summer, which were very well received by community members of all ages. We have had a lot of interest from readers who are not affiliated with our school districts, including private students, homeschoolers, and adults. We are investigating offering additional non-school affiliated signs in next year's program. (C.1)

Communication: Developed new welcome materials and procedures for new library cardholders.

New cardholders will now receive updated and engaging information about all that the Library has to offer. We also developed an automated report to send new cardholders a welcome email and get them automatically added to our enewsletter, so that they can stay engaged with news and upcoming events from the Library. We will continue to stay open to feedback from new users about what they have questions about and how we can integrate them into the Library community from the start.

Communication: Began using MessageBee for Library notice emails

The MessageBee emails that have replaced our overdue and hold pickup notices are far more visually appealing. They also provide clearer understanding for patrons by showing the covers of the books that are overdue or available for holds. The new messages are not without their flaws, however, as the new service no longer alerts patrons when items are automatically renewed. We are investigating possible solutions for this oversight with SWAN.

Experience: Promote Staff Development with formal goals for staff continuing education and networking.

Continuing education goals were sent to staff on August 1st, with three tiers of quarterly goals based on employment hours. Individual Department Heads will provide resources to guide staff to job relevant training. Staff were instructed to report progress on these goals to their Department Heads, who will track to ensure that all their staff are participating in relevant training from professional organizations and publications each quarter. (E.1.2)

Space: Complete a professional assessment of existing space to develop a capital improvement plan.

StudioGC completed a full facility assessment and capital improvement plan for the Library. The Board also met with a financial advisor for a financial checkup to see how the building needs fit into the financial sustainability of the Library District. The Board and Administration are now taking the data from both the facility assessment and financial advisor and utilizing it to work on short term building needs and long-term building plans, as well as to develop proactive and preventative maintenance checklists. (S.1.1)

Selected In Progress Items

Access & Space: Utilize e-rate funding for affordable implementation of faster, more stable internet.

We hired an e-rate consultant to assist us in the application and bidding process. E-rate federal funding qualifies us for a 40% discount on internet services. We are hoping to sign an e-rate contract for internet in Fall 2023, which will allow us to move from copper to fiber internet and increase our speeds, without dramatically increasing internet costs. This connects to our Space goal of making meaningful changes for our patrons, and our Access goal of meeting community needs.

Communication & Accessibility: Work with a website design company to create a modern, user-friendly, and fully ADA compliant website.

We signed a contract with CyberOptik to create our new website. They are working on the initial design process, and we anticipate a go live date for the new site around the beginning of 2024. The new website should be a more effective communication tool, and having a professional company take on maintenance will ensure we stay up-to-date for ADA compliance and internet security.

Selected Up Next Items

Communication: Develop a comprehensive marketing plan.

We are currently investigating potential costs to hire a marketing consultant to evaluate our marketing efforts.

Experience: Create a cyclical assessment to evaluate Library resources and services.

We will be developing a new program survey and coming up with ways to gather attendee feedback on our program offerings, both old and new, to make sure that we are continuing to meet community need.