

## Executive Summary

In 2023, Palatine Library District conducted a planning process to develop a three-year Strategic Plan. The process was guided by the Library management and Board of Trustees. A comprehensive community needs assessment was conducted, followed by a strategic planning workshop to develop the framework for the plan.

In order to develop a shared understanding of the Library's current operating environment, data was collected by four methods: a survey of Library district residents, individual interviews with key stakeholders, five focus groups to gain more feedback from members, and a survey to Library staff for their input.

Since the last strategic plan, we have made great strides in improving service to our community. We renovated the public areas of all three facilities, joined the CCS library consortium to increase access to materials, increased hours at our Branches, added new collections and engaging programs, and increased our community partnerships. And we have done so while maintaining our commitment to responsible stewardship of taxpayer dollars.

It is with this same commitment and spirit that we present the Library's Strategic Plan for 2024–2026. In the years to come, our mission will remain unchanged: welcoming everyone to access diverse materials, collaborative spaces, technology, programs, and services. The Strategic Plan will allow us to respond to the current and future needs of our residents by addressing four key goals.

This document is intended to be an evolving roadmap for Palatine Library District's future. It will be powered by the efforts of our dedicated staff, the passions of its residents, and support from the Library Board of Trustees, the Friends of the Palatine Library, and the Palatine Public Library Foundation.

Sincerely,

Jeannie Dilger  
Executive Director

Debby Brauer  
President, Library Board of Trustees



## Vision

Inspiring Connection,  
Curiosity, and Joy

## Mission

We welcome everyone to access diverse materials, collaborative spaces, technology, programs, and services.

# Goal 1

Maintain high levels of service by investing in staff: providing sufficient tools and training, optimal staffing levels, advancement opportunities, and fair compensation, while maintaining fiscal responsibility.

- Use benchmarking and internal library data to identify and achieve optimal staffing levels and fair compensation.
- Consolidate training tools into an easy-to-use platform and allocate sufficient time for staff completion of recommended training.
- Understand and prioritize staff needs for supplies, equipment, and space.
- Provide more growth and advancement opportunities at all levels to increase retention and satisfaction.
- Revisit tuition reimbursement and conference attendance policy to make participation more accessible.



# Goal 2

Increase visibility and remove barriers to participation for all members of our diverse community through meaningful engagement, increased partnerships, and targeted communications.

- Develop a targeted communication plan utilizing social media, digital, and print to increase visibility of the library and its extensive services for non-users and the underserved.
- Develop mutually beneficial partnerships to help reach underserved communities within our district.
- Remove barriers to library usage by increasing translation capabilities across library services, collections, and locations.
- Utilize strategic planning research data to identify and fill gaps in service, especially for working families, digital users, non-English speakers, and young adults.



# Goal 3

**Adapt programs and collections to deliver relevant content that serves changing community needs by restructuring systems, dedicating resources to these activities, and engaging in ongoing dialogue between members and staff.**

- Create a system for intentional conversations with community members to ensure collections and programs continue to meet changing needs.
- Utilize strategic planning survey data to re-evaluate programs to attract new members and increase attendance.
- Ensure programming and collections staffing structure, budget, and processes are sufficient to deliver relevant content in a timely manner.
- Increase and improve access to world language collections for non-English speakers in our district.
- Ensure Workshop Lab materials are accessible to all members.
- Invest in new books and media to ensure our physical collections remain current and meet the needs of our community.



# Goal 4

**Begin to understand how the library will serve the Palatine community of the future by developing a long-term plan for existing and potential new spaces.**

- Conduct a futures exercise to identify market, demographic, usage, and library drivers of change and how they may impact the ways we serve the Palatine community 10+ years from now.
- Assess the suitability of spaces within the community and potential partnerships to expand services beyond current library branches.
- Develop a long-term space plan to ensure PLD continues to serve all parts of our community effectively, efficiently, and conveniently.



**Palatine Library District**  
**700 N. North Court**  
**Palatine, IL 60067**  
**847-907-3600 • palatinelibrary.org**

Mon–Thurs: 9:00 a.m. – 9:00 p.m.  
 Fri: 9:00 a.m. – 6:00 p.m.  
 Sat: 9:00 a.m. – 5:00 p.m.  
 Sun: 12:00 p.m. – 5:00 p.m.



**North Hoffman Branch**  
**3600 Lexington Drive**  
**Hoffman Estates, IL 60192**  
**847-934-0220**

Mon – Thurs: 11:00 a.m. – 7:00 p.m.  
 Fri: 10:00 a.m. – 6:00 p.m.  
 Sat: 9:00 a.m. – 1:00 p.m.  
 Sun: Closed



**Rand Road Branch**  
**1585 Rand Road**  
**Palatine, IL 60074**  
**847-202-1194**

Mon–Thurs: 10:00 a.m. – 6:00 p.m.  
 Fri: 9:00 a.m. – 4:00 p.m.  
 Sat: 9:00 a.m. – 1:00 p.m.  
 Sun: Closed

## Planning Committee

Jeannie Dilger, Executive Director  
 Melissa Gardner, Assistant Director  
 Violet Jaffe, Collection Services Manager  
 Andrea Lublink, Communications Manager  
 Rosalie Scarpelli, Member Services Manager  
 Lizette Ayala, Adult Services Assistant Manager  
 Karen Bollman, Assistant Manager Member Services  
 Mike Szwed, Technology Assistant Manager

## Board of Trustees

Debby Brauer  
 Jeffrey Westhoff  
 Maureen DeRosa  
 Tracy Boland  
 Bruce Jefferson  
 Bhumika Puklin  
 Hal Snyder

Community survey, focus groups, and strategic planning activities provided by Essentiam.

