

Introduction

We are in an exciting time of change and transition for public libraries. Evolving expectations, community needs, and new technology provide opportunity and challenge us more than ever. Thoughtful planning is essential in determining our future direction and our success will be measured by how meaningful and relevant we continue to be for our residents.

The Moline Public Library Strategic Initiatives for 2017-2019 was adopted by the Board of Trustees in December 2016. This plan serves to guide and facilitate the implementation and delivery of initiatives designed to enhance library services, fully utilize the high quality space in the library, and effectively market so that the community is more aware of the valuable services and materials available to them.

Background

In developing our strategic initiatives, the Moline Public Library collected data from over 1,000 responses to a community survey conducted by the University of Illinois Extension Center that focused on library usage and services. The public was also invited to a series of focus groups in August 2016 designed to build on the survey data and provide an opportunity to share reflections on the library, both current and future. The results of our survey and focus groups showed very high overall satisfaction with 98.8% satisfied with our service. In addition to library users, the Library Board of Trustees and Library staff attended separate focus groups in order to provide their perspectives on the library. The result of the survey and focus groups was summarized in an environmental scan report that provided the basis to begin discussion and develop initiatives for the library's future.

Mission Statement

The Moline Public Library inspires lifelong learning, creates community, and transforms lives with quality resources and services.

Summary of Initiatives

Strategic Initiative: Expand and enhance public relations and marketing efforts.

Objectives:

- Create a comprehensive marketing plan for the library to broaden knowledge of the wide range of services provided.
- Seek quality community collaborations to leverage our offerings and increase exposure in the community.

Strategic Initiative: Better utilize high quality physical space

Objectives:

- Update and enhance library navigation for physical and virtual spaces.
- Effectively utilize space through strategic reallocation.
- Improve lines of sight.

Strategic Initiative: Explore and implement emerging technologies

Objectives:

- Create and implement a purchasing schedule for new and refreshed technology.
- Investigate ways to remove barriers to technology access.
- Provide staff professional development for technology.

Acknowledgments

Thank you to the many community members who contributed to this strategic plan by taking the time to answer our survey or participate in one of our focus groups. This plan is for you and your thoughts and ideas were essential.

A photograph of the Moline Public Library building, a modern structure with large windows and a brick facade. The building is set against a clear blue sky. In the foreground, there is a paved walkway and some landscaping with green grass and small trees. The text is overlaid on the top half of the image.

We are especially appreciative of the Friends of the Moline Public Library Foundation and the Community Foundation of the Great River Bend. Funding for professional services on the project would not have been possible without your supporting grants.

A special thank you is extended to Linda Wastyn of Wastyn and Associates for serving as our planning facilitator.

To the staff of the Moline Public Library, we are grateful for your professionalism, passion, and your input and interest in this project.

Finally, we are appreciative for the continued support from the Moline Public Library Board of Trustees and the Moline City Council. Achieving the goals set in this plan will not be possible without your support.