

# 2024-2026 STRATEGIC PLAN

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## OUR MISSION

The Library provides resources to inspire all patrons to Read, Explore, Ask, and Discover.

## OUR VISION

We strive to connect you to your world, your community, and yourself.

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## OUR VALUES

To best serve the people of Joliet, the Library is guided by these core values:

- Provide access to technology
  - Be a pathway to discovery
  - Work towards diversity, equity, inclusion
  - Uphold freedom from censorship
  - Focus on civic engagement and social responsibility
  - Ensure patrons can read, listen, and view in confidentiality
  - Offer convenient and reliable services
  - Promote opportunities for personal growth
  - Value stewardship of resources
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## OUR GOALS

- 1.Transform Black Road
  - 2.Deepen the Library's connection with the Joliet community
  - 3.Captivate new audiences
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## OUTCOMES

- The Library will renovate staff and public spaces to improve the atmosphere and better the experience at Black Road.
  - The Library will work to welcome in more of the Joliet community and raise awareness of its available resources.
  - In partnership with local civic organizations, the Library will provide increased opportunities for learning, enrichment, and discovery.
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# GOALS AND STRATEGIES

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## GOAL 1

### **Transform Black Road**

- **1.1** Renovate Black Road to provide more effective work spaces, more storage, and a better staff experience
- **1.2** Improve Black Road's capacity to host programs
- **1.3** Improve the functionality of public spaces with input from stakeholders to foster a better patron experience

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## GOAL 2

### **Deepen the Library's connection with the Joliet community**

- **2.1** Provide more services outside the physical buildings
- **2.2** Explore the feasibility of offering homebound services and tailored outreach to older adults
- **2.3** Identify ways to partner with local organizations to increase awareness of and access to social services
- **2.4** Develop a more cohesive plan and strategy for outreach that reflects the diversity of the Joliet community
- **2.5** Scale the Library's work to improve Spanish-speaking community members' access to the Library
- **2.6** Develop partnerships with higher education organizations to formalize connection with local students

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## GOAL 3

### **Captivate new audiences**

- **3.1** Refresh the Library's brand to update messaging and visual elements
  - **3.2** Highlight the distinctive strengths of each location
  - **3.3** Expand social media investment to amplify its reach to underserved community members
  - **3.4** Pursue nontraditional marketing strategies that bring accessible information about the Library to broader audiences
  - **3.5** Consider and pursue opportunities to promote the Digital Media Studio
  - **3.6** Promote the value of Library services to entrepreneurs, remote workers, and the local business community
  - **3.7** Attract residents to both of our building by providing new experiences and access to special events and exhibits
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