

2024-2026 STRATEGIC PLAN

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.

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
-

OUR GOALS

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

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.
-

GOALS AND STRATEGIES

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

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

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 buildings by providing new experiences and access to special events and exhibits
-