

EVANSTON PUBLIC LIBRARY

Q1 Strategic Plan Board Update

Yolande Wilburn

Mission

Evanston Public Library connects our diverse community through learning, discovery, and shared experiences, providing equitable access to resources, fostering personal growth, and creating inclusive spaces where everyone can



BELONG, LEARN, and CONNECT.



Vision

To ignite limitless possibilities, inspire bold ideas, and empower every person to build a connected, inclusive community.

Values

- Inclusivity and Belonging
- Lifelong Learning
- Equitable Access
- Community Wellbeing
- Sustainability



Strategic Priorities





Q1

| Strategic Priority | Task | Responsible Party | Status | Performance Indicator |
|---|--|--|---|---|
| Empowering Community Engagement | Complete website and app upgrades | Marketing and Communications Manager | The new website went live in February. The Library App will be updated in late June, per the vendor. The survey is closed and yielded an 82% satisfaction rate. | 80% user satisfaction survey post-launch |
| Empowering Community Engagement | Develop a comprehensive marketing plan | Marketing and Communications Manager | In progress. Completion expected by the end of Q2. | 25% increase in program participation by Q4 |
| Nurturing Relationships and Partnerships | Reclassify Community Engagement Manager to Equity and Engagement Manager | Executive Director | Complete 01/10/2025. | Role reclassified. |



Strategic Work Plan Q2/Q3

| Strategic Priority | Task | Responsible Party | Status | Performance Indicator |
|--|---|---|--|--|
| Q2/Nurturing Relationships and Partnerships | Complete Strategic Development and Advancement Plan | Development Manager | Consultant hired March 01. Completion estimated April 30, 2025. Website page updates complete. Donor engagement meetings planned. | Plan finalized with donor benchmarks |
| Q2/Optimizing Resources Responsibly | Complete staffing resource allocation review | Executive Director & Assistant Director | Not started | Staffing aligned with service demands |
| Q3/Optimizing Resources Responsibly | Upgrade staff tech and implement new software | Admin Lead, IT | In progress- Incident tracking live. Informacast live. Project build-out for NEOGOV Onboard & Perform in began in Q1 25. RFID in progress. | All staff trained by Q4 |
| Q3/Building Inclusive Spaces | Finalize City and partner space assessment. | Executive Director + City+ Partners | In progress-Reviewed cost estimates for City space sharing Q1 2025. | Findings integrated into Facilities Master Plan |



Strategic Work Plan Q4

| Strategic Priority | Task | Responsible Party | Status | Performance Indicator |
|--|--|--|---|--|
| Building Inclusive Spaces | Complete Facilities Master Plan | Facilities Manager & Executive Director | Not Started | Plan reflects inclusive and sustainable design |
| Lifelong Learning for All | Complete collection diversity audit | Betsy Bird | In Progress- Diversity audit began 01/01. Overdrive stand alone 07/01. | Written plan to address gaps |
| Lifelong Learning for All | Launch 8 new inclusive programs | Assistant Director & Librarians | In progress- Began developing surveys and tracking system. | Quarterly reviews established |
| Lifelong Learning for All | Complete DEIB staff training | Assistant Director, Equity and Engagement Manager | In Progress-Planning PAVE Training to begin 10/23/25. | Survey indicates increased confidence |
| Optimizing Resources Responsibly | Establish data tracking systems | Assistant Director | In Progress-Began reviewing data tracking systems Q1 25. | Quarterly reports in use |
| Growing Together Sustainably | Complete Sustainability Plan | Executive Director, Assistant Director, Facilities Manager | Not Started | Milestones identified for 2026–27 |
| Growing Together Sustainably | Launch 4 sustainability-themed programs | Assistant Director, Library Staff. | In Progress: Blueberry Awards, Repair Cafes, Swap Style Programs Q1 25. | Positive feedback from participants |
| Nurturing Relationships and Partnerships | Launch internal training for staff advancement | Executive Director & Assistant Director | In Progress- Diversity audit began 01/01. Overdrive stand alone 07/01. | Staff readiness benchmarks established |

EPL Strategic Plan Communications Strategy

Stakeholder Communication Overview

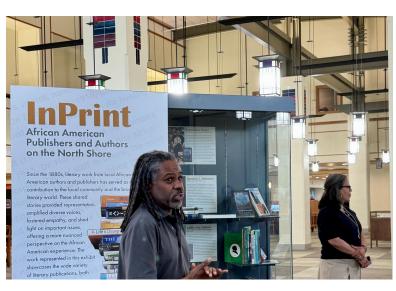


| Audience | Communication Methods | Frequency |
|-----------------------------|--|---|
| Staff | All Staff Day presentations, internal email updates, DEIB committee discussions, staff surveys | Biannually (April & October); in quarterly Board reports; Friday email updates. |
| Library Board | Board presentations, detailed quarterly reports | Quarterly (January, April, July, October) |
| Patrons / General Public | Website updates, newsletters, social media | Quarterly + Major Milestone Highlights |
| Donors | Impact emails, development updates, annual impact report | Quarterly + Annual Summary |
| City Partners | Quarterly progress summaries, joint project updates | Quarterly (aligned with Library Board reporting) |
| Community Partners | Email updates, meetings, participation in engagement initiatives | Quarterly + As Needed |









Programs & Data Tracking Systems



Programming

Q1

- BiblioEvents platform went Live in February.
- Program feedback survey developed, focused on experience and relevance
 - Gauge inclusivity and belonging ("where all community members feel welcome, valued and empowered to share their stories and experiences"

Q2

- April 1 Began using the new feedback survey for adult programs.
- Quarterly reports on results
 - Inform planning for Q4 goals
 - Evaluate the programs we currently offer.



Data Tracking

Q1

- Began review of data available with current systems and staffing, including door count numbers, library card & circulation data, and programming data.
- Began including door count day & hour heat maps to monthly Library Director's Report.

Q2

- Continue to evaluate data tracking options.
- In addition to programming data by age, location, and attendance numbers, the first
 quarterly report of adult program feedback survey data will be available at the end of Q2.



Q1 Board Presentation n 04/16/202 5

Yolande Wilburn

Executive Director

ywilburn@cityofevanston.org

Heather Norborg
Assistant Director
hnorborg@cityofevanston.org

