



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



Strategic Work Plan

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 04/16/2025

Yolande Wilburn
Executive Director

ywilburn@cityofevanston.org

Heather Norborg
Assistant Director

hnorborg@cityofevanston.org