



EVANSTON PUBLIC LIBRARY

Q2 Strategic Plan Board Update
August 20, 2025
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Our Mission and Vision

- Connect our diverse community through learning, discovery, and shared experiences.
- Provide equitable access to resources fostering personal growth and inclusion.
- Create inclusive spaces where everyone can belong, learn, and connect.
- Ignite limitless possibilities and inspire bold ideas.
- Empower individuals to build a connected, inclusive community.



Strategic Work Plan Q1



COMPLETED WEBSITE AND APP
UPGRADES WITH 80% USER
SATISFACTION



RECLASSIFIED COMMUNITY
ENGAGEMENT MANAGER TO EQUITY
AND ENGAGEMENT MANAGER

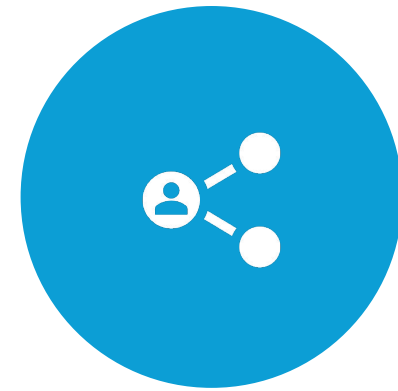
Strategic Work Plan Q2



COMPLETED THE STRATEGIC
DEVELOPMENT AND
ADVANCEMENT PLAN WITH
DONOR BENCHMARKS



DEVELOP A COMPREHENSIVE
MARKETING PLAN WITH 25%
INCREASED PARTICIPATION



STAFF TRAINING BEGAN:
SUPERVISOR BOOT CAMP Q2
PAVE Q4

Strategic Work Plan Q2/Q3

Strategic Priority	Task	Responsible Party	Status	Performance Indicator
Q2/Optimizing Resources Responsibly	Complete staffing resource allocation review	Executive Director & Assistant Director	Pending completion. Needs to be consistent with IGA	Staffing aligned with service demands
Q3/Optimizing Resources Responsibly	Upgrade staff tech and implement new software	Admin Lead, IT	Ongoing: Incident Tracking, Informacast, and Card Key system complete. NEOGOV Onboard & Perform Q3 RFID Q4 Data Tracking-CCS	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. Align with the Lease and IGA work	Findings integrated into Facilities Master Plan Q4

Q4 What's to Come

COMPLETE FACILITIES MASTER
PLAN



COMPLETE SUSTAINABILITY
PLAN



COMPLETE COLLECTION
DIVERSITY AUDIT



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. Dependent on the City putting Assets to Work Plan and Lease	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- >8 Programs centering priority populations. Launched survey.	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. CCS Data Tracking in OrangeBoy	Quarterly reports in use
Growing Together Sustainably	Complete Sustainability Plan	Executive Director, Assistant Director, Facilities Manager	Not Started. Dependent on the City putting Assets to Work Plan and Lease	Milestones identified for 2026–27
Growing Together Sustainably	Launch 4 sustainability-themed programs	Assistant Director, Library Staff.	Complete: Blueberry Awards, Repair Cafes, Swap Style Programs, Gardening workshops, Climate Action Evanston partnership, Air Quality Monitor circulation..	Positive feedback from participants
Nurturing Relationships and Partnerships	Launch internal training for staff advancement	Executive Director & Assistant Director	Began working with HR Source to identify training paths	Staff readiness benchmarks established

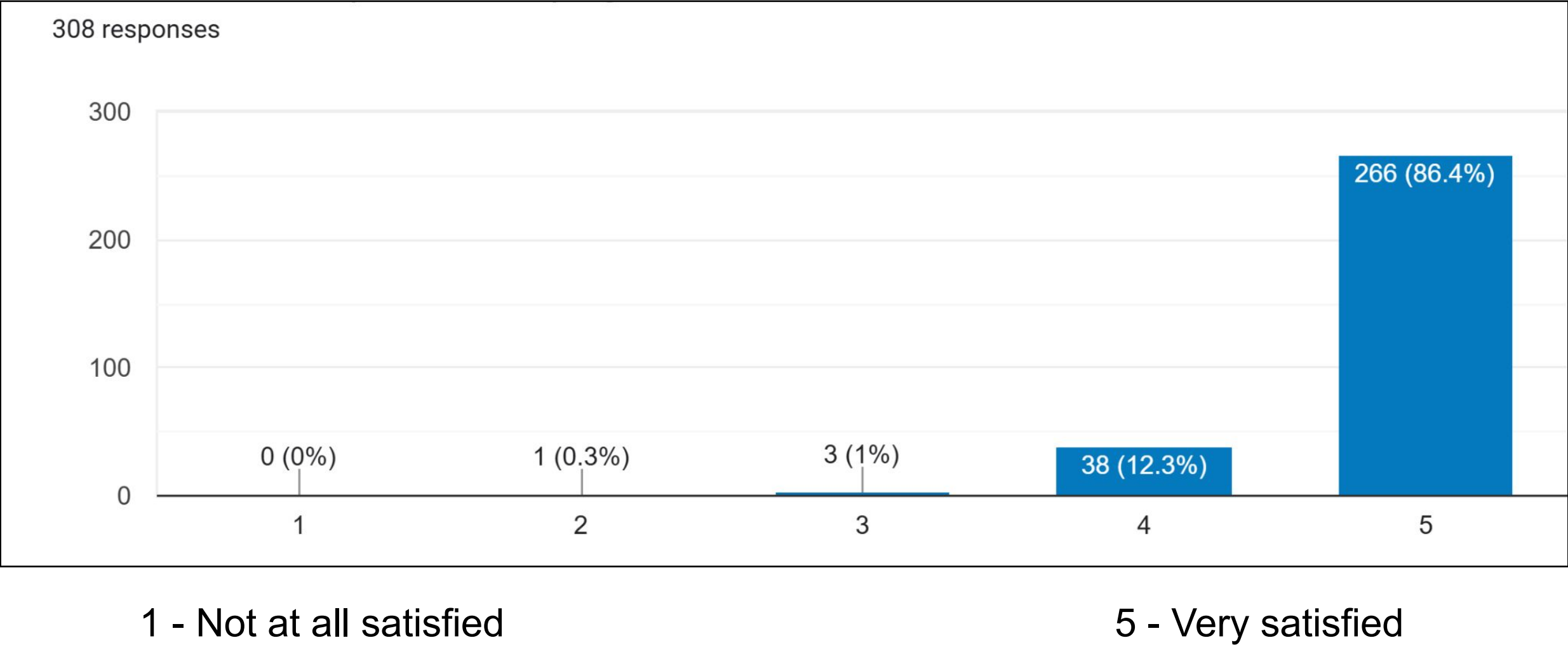
Strategic Priorities



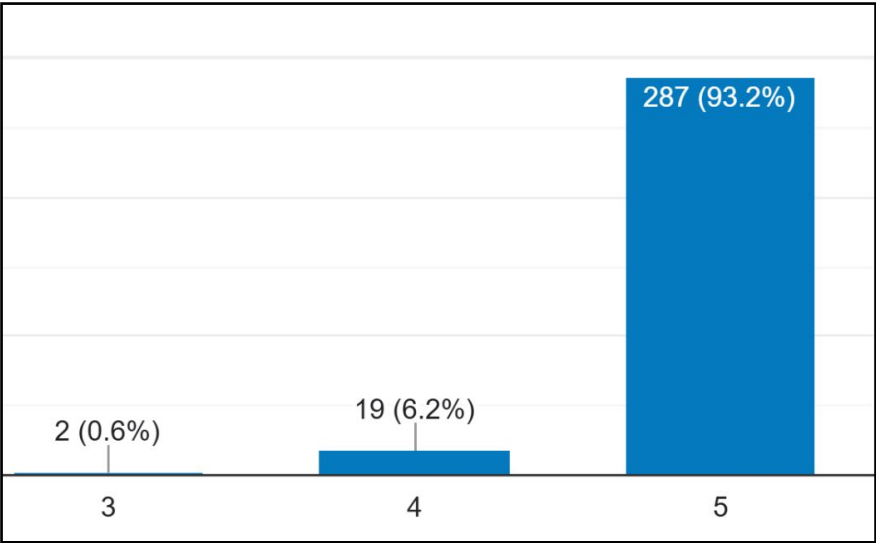
Q2 Adult & Older Adult Programming Survey

- **Unique Programs Offered in Q2: 75**
- **Total Program Sessions Offered in Q2: 219**
- **Total Attendees: 3,095**
- **Programs Attended by Survey Respondents: 55**
 - 73% of programs offered
- **Program Survey Responses: 308**
 - **Response Rate: 10% of total attendees***

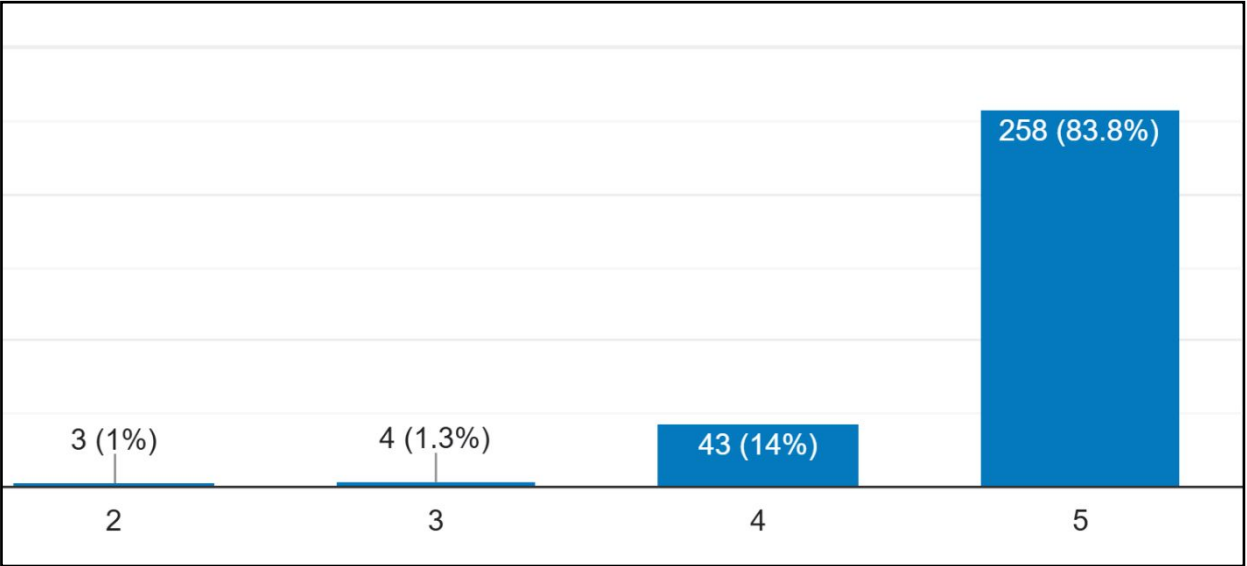
How satisfied were you with the program?



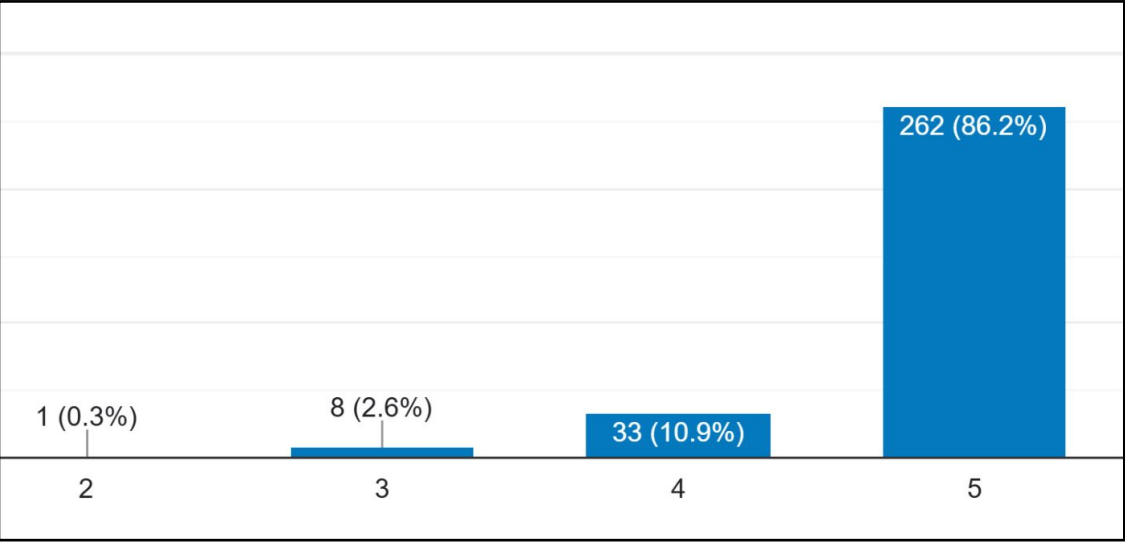
Welcoming - The program presenters/host made me feel...



Meaningful - The program was...



Relevant - The program was...

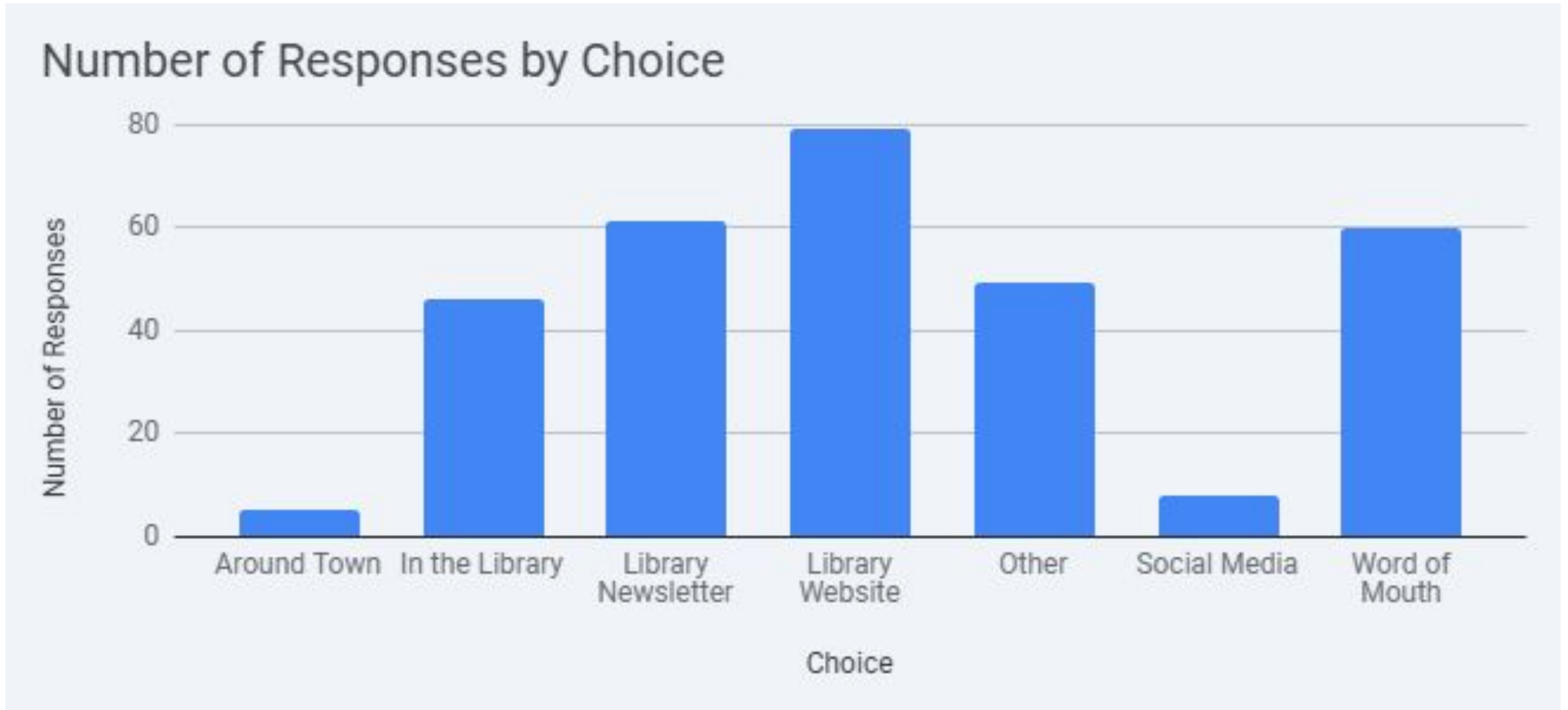


1 - Not relevant to my interests 5 - Very relevant to my interests

What is one thing you learned or will take away from the program?



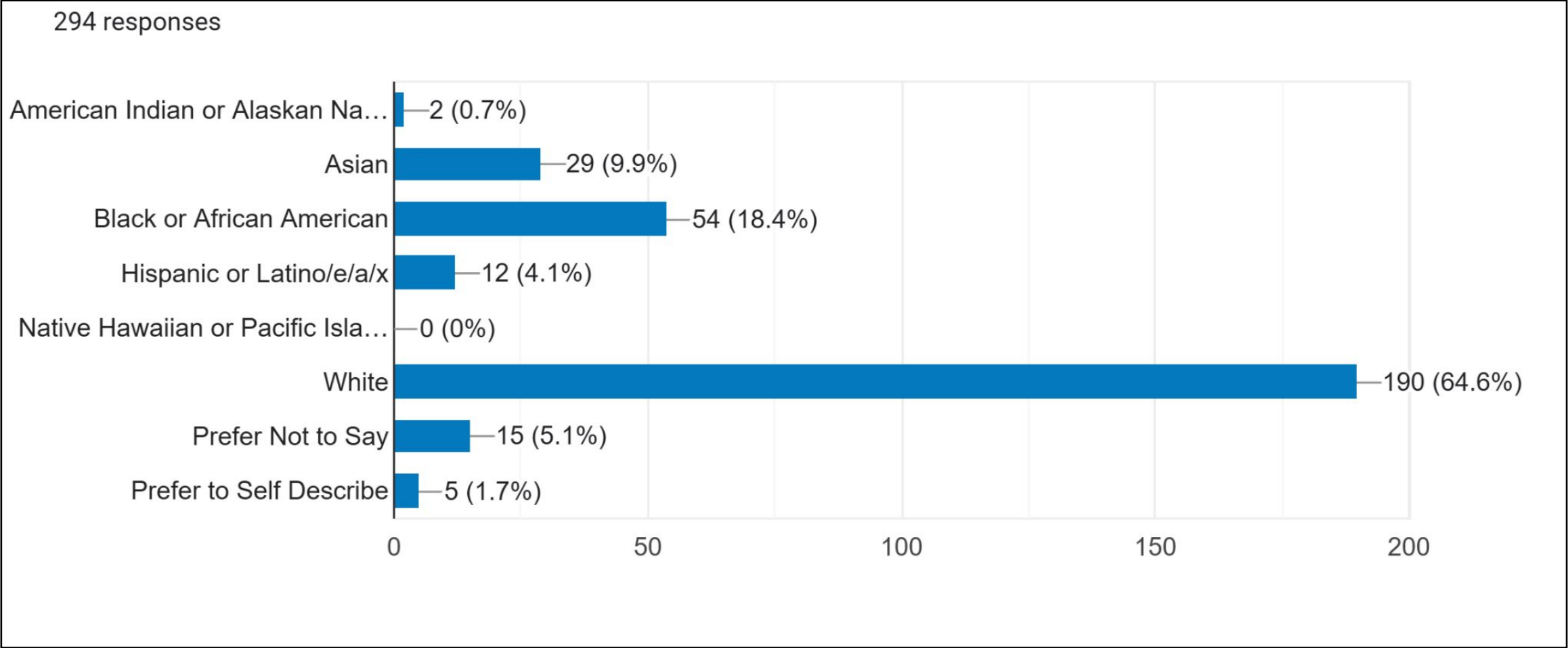
How did you hear about this program?



What Evanston ward do you live in?

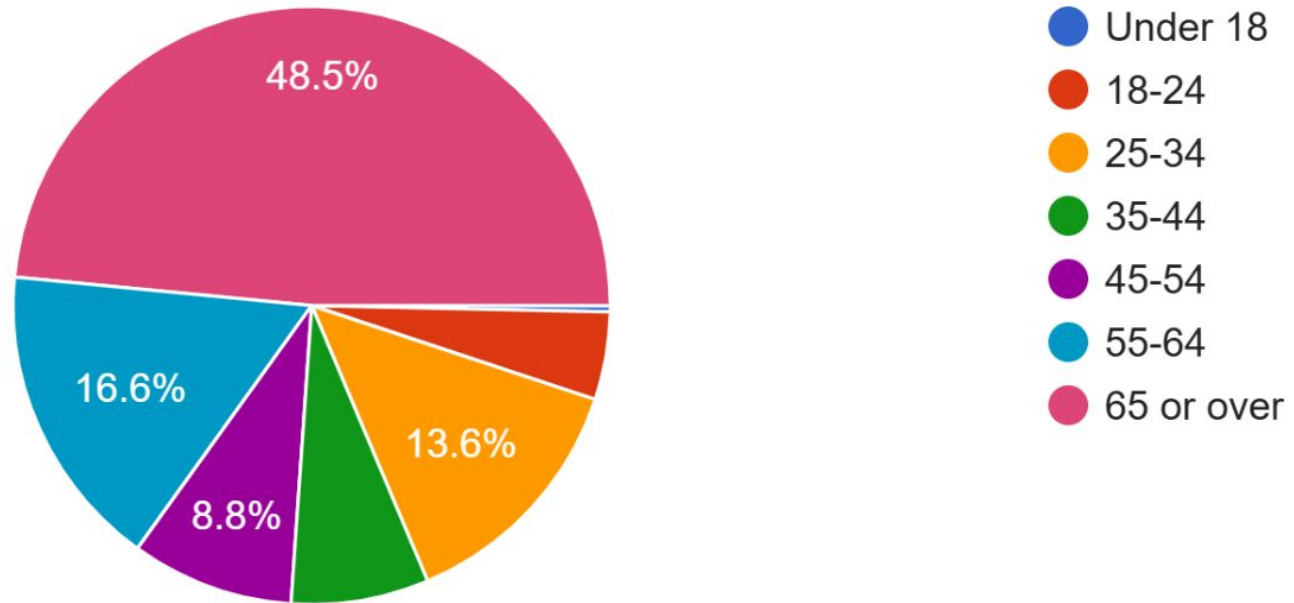


How do you describe your race/ethnicity? (check all that apply)

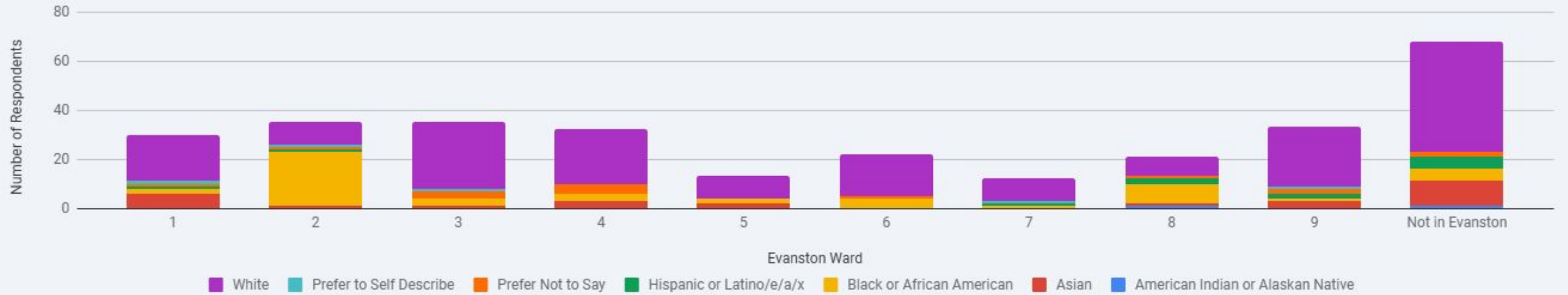


What is your age?

295 responses



Race/Ethnicity by Evanston Ward



Age Distribution by Evanston Ward



Programming Q4



Establish data tracking systems



Launch 4 sustainability - themed programs



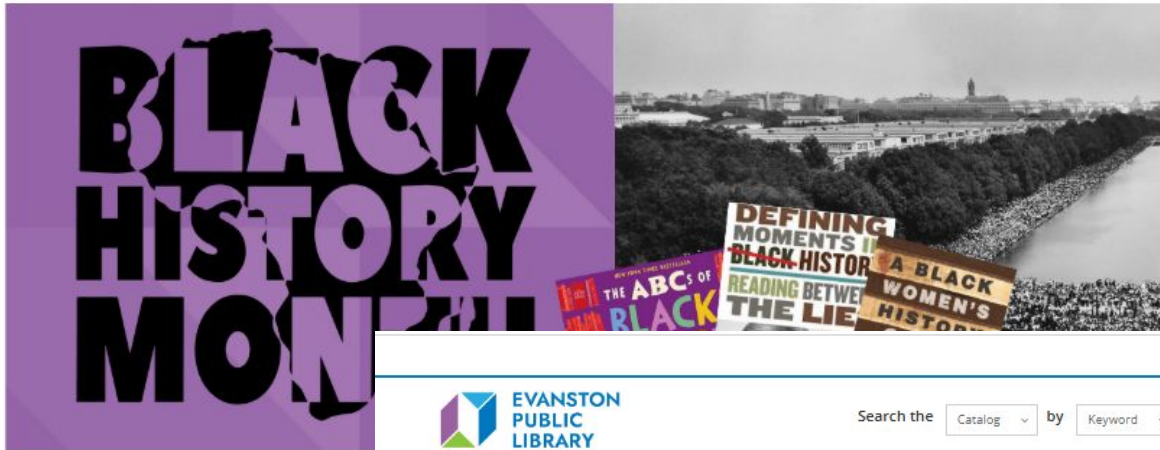
Launch 8 new inclusive programs



Search the Catalog by Keyword

Advanced Search

Browse Search Events Using the Library Supporting the Library



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Browse Search Events Using the Library Supporting the Library

Celebrating Black His

Celebrate arts and culture this Black History Month with... celebrate the centuries of broad and vibrant contributi

Patrons will have the opportunity this month to particip... lives of individuals and communities. Attend an event a



Celebrate Asian American and Pacific Islander Heritage Month at EPL

Join us this May as we honor the rich histories, diverse cultures, and lasting contributions of Asian American and Pacific

Sinag Filipino-American Artists at EPL >



Search the Catalog by Keyword

Advanced Search

Browse Search Events Using the Library Supporting the Library



diversity and
ur public library
d highlighting



Q2 Board Presentation 08/20/2025

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