2019–2023
Strategic Plan

GROWING
CHANGING
IMPROVING
together

St.Charles City-County
Library

Prepared by

LIBRARY STRATEGIES

Mission

The Library inspires, informs, and enhances connections across St. Charles County.

Vision

The St. Charles City-County Library is a catalyst for customers to build successful lives, families, and communities.

Values

- We offer superior customer experiences
- We encourage learning and discovery
- We are inclusive and provide access to all
- We cultivate collaboration and innovation
- We believe in the freedom to know
- We respect diverse perspectives
- We foster a positive work environment
- We are committed to integrity and wise stewardship of resources
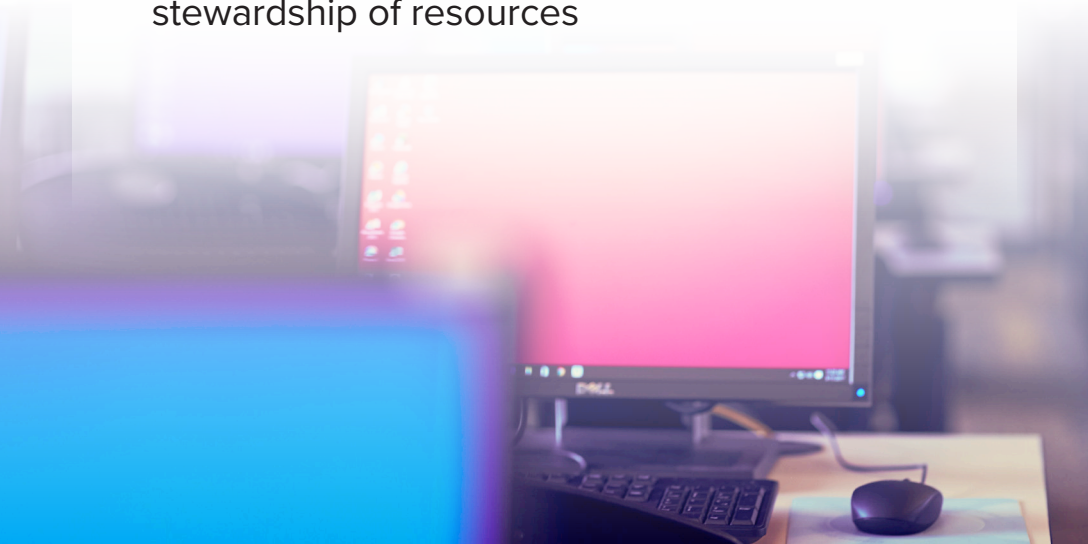
Goals & Strategies

Goal 1: Facilities for the Future

Revitalize existing spaces, and plan for expansion to serve a growing population.

Strategies:

- Examine and redesign interior spaces across the system, to:
    - Improve customer experiences, including ease of use
    - Increase or improve teen and children's areas, study and meeting rooms, and other identified and needed areas
    - Increase efficiencies and optimize workflows
    - Enhance flexibility and sustainability
    - Enliven the aesthetic qualities of the spaces, especially in entry areas
    - Ensure ADA compliance and inclusion of universal design principles
- Create and implement a comprehensive facilities plan, especially to improve and increase service to underserved areas, including:
    - Development of possible new facilities, especially to accommodate growth in the western part of the County
    - Potential closure, relocation, expansion or repurposing of current facilities
    - Use of alternative models, such as mobile options, kiosk or locker systems, and other 24/7 service opportunities

Goal 2: Experiences & Outreach

Enhance events, classes, and outreach to the community, and re-evaluate the collections, to attract new customers and expand audiences.

Strategies:

- Further expand outreach services, especially through partnerships, to increase access to a variety of Library services throughout the County
- Diversify events and classes for all ages systematically across the system, with a focus on identifying and attracting new audiences and non-users
- Advance children's and teen services, particularly through increased events, classes, and further partnerships with schools
- Review and rework the physical collections to ensure that the collections are appropriately sized, relevant, well-used, and effective at all sites
- Improve the presentation and arrangement of physical collections to increase access, ease of self-service, and overall use
- Restructure the specialty collections model to expand accessibility of the resources and ensure the cost-effectiveness of service delivery

Goal 3: Service Model

Strengthen the customer-centered, supported self-service model to increase access and use, overall customer satisfaction, and workflow efficiencies, and by re-investing in our superior staff.

Strategies:

- Throughout the facilities, cultivate the self-service delivery model, including through consolidated service desks, better placement of holds and self-check areas, and expanded self-service options
- Invest in meeting staff needs and future directions to foster the service model and ensure a cohesive work culture
- Evolve the staffing model, including in future hiring, to provide for general broadening of customer assistance by all public staff, while maintaining specialized service where appropriate and needed
- Extend staff training and communications to strengthen and further encourage the customer-focused service model
- Provide regular, on-going evaluation of the service model with both customers and staff

Goal 4: Digital Leadership

Improve digital and technology services to enhance ease of use for both customers and staff, and to raise the Library's profile as a technology leader in the community.

Strategies:

- Improve the usability of the website and catalog, and create a process for continuous improvement of these tools
- Remove barriers to all aspects of technology use, digital resources, and technology assistance, with the focus on ease of use for both customers and staff
- Expand access to, and increase resources for, up-to-date and advanced technologies, such as:
  - Equipment and software
  - A wide-range of consumer devices
  - Digital and online resources
  - Broadband and WiFi connections
  - Specialized resources, such as makerspaces or media labs
- Increase the availability of technology assistance for customers, and advance related technology training for staff

Goal 5: Public Relations and Marketing

Advance public relations and marketing to expand use and awareness of the Library, and support efforts to increase private and public funding.

Strategies:

- Develop and implement a robust marketing plan to increase awareness and use of the broad range of Library services
- Increase focused messaging on the need for private support in collaboration with the Foundation and Friends
- Expand public relations activities to connect to community leaders and broaden support for the Library's future direction

Goal 6: Community Support

Increase private and public support of the Library.

Strategies:

- Collaborate with the Foundation to better focus on increasing annual private funding of the Library, increase connections to the Library and its core services, and potentially to prepare for financial support of capital projects
- Work with the Friends in ensuring an enhanced and strong return on investment of its Library support activities
- Create a structured, ongoing and comprehensive advocacy program for the Library, to include roles for Library staff and Board, and the Friends and Foundation

a kaleidoscope of discovery

Strategic Planning Committee

Jason Kuhl | Director & Chief Executive Officer, St. Charles City-County Library
Laurie St. Laurent | Deputy Director & Chief Customer Experience Officer,
          St. Charles City-County Library
Erica Land | Director of Development, St. Charles City-County Library
Joann Leykam | Vice President, St. Charles City-County Library Board of Trustees
Justin Collier | Treasurer, St. Charles City-County Library Board of Trustees
Rebecca Cody | Board Member, St. Charles City-County Library Foundation
Heidi Meister | Board Member, St. Charles City-County Library Foundation
Joe Krebs | Treasurer, Friends of the St. Charles City-County Library
Carissa Figgins | Community Member
Kyle Gaines | Community Member

Branch Locations & Phone Numbers

AUGUSTA BRANCH
198 Jackson St, Augusta
(636) 228-4855

BOONE'S TRAIL BRANCH
#10 Fiddlecreek Plaza, New Melle
(636) 398-6200

CORPORATE PARKWAY BRANCH
1200 Corporate Pkwy, Wentzville
(636) 332-8280

DEER RUN BRANCH
1300 North Main, O'Fallon
(636) 978-3251

KATHRYN LINNEMANN BRANCH
2323 Elm Street, St. Charles
(636) 946-6294

KISKER ROAD BRANCH
1000 Kisker Road, St. Charles
(636) 926-7323

LIBRARY EXPRESS at DISCOVERY VILLAGE
378 Shadow Pines Drive, Wentzville
(636) 332-6476

LIBRARY EXPRESS at WINGHAVEN®
7435 Village Ctr. Dr, O'Fallon
(636) 561-3385

McCLAY BRANCH
2760 McClay Road, St. Charles
(636) 441-7577

MIDDENDORF-KREDELL BRANCH
2750 Hwy. K, O'Fallon 63368
(636) 978-7926

PORTAGE DES SIOUX BRANCH
1825 Commonfield Rd, Portage Des Sioux
(636) 753-3070

SPENCER ROAD BRANCH
427 Spencer Road, St. Peters
(636) 441-0522