



STRATEGIC PLAN

2026-2028

CRETE PUBLIC LIBRARY DISTRICT | 708-672-8017



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Introduction



Crete Public Library District (CPLD) is a lifelong resource for its community. The Library's dedicated staff, engaged patrons, and vital services create welcoming and comfortable community spaces. To align its resources with the evolving priorities of the community, the Library has undergone a comprehensive strategic planning process with feedback from the community and stakeholders. By implementing a new strategic plan, CPLD will renew its commitment to:

- Promote the Library's responsive services and expand connections with our local partners,
- Provide comfortable and accessible spaces for robust programming, diverse collections, and evolving community services, and
- Foster internal collaboration for the betterment of the patron experience at the Library while cultivating a diverse and skilled staff.

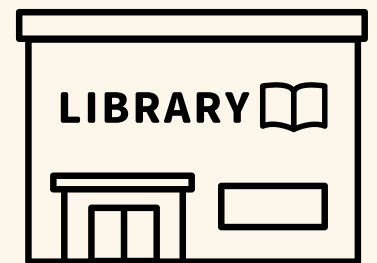
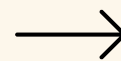
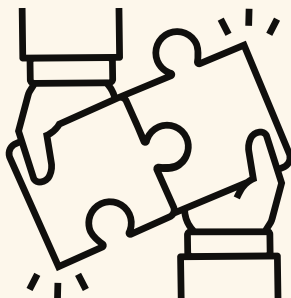
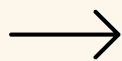
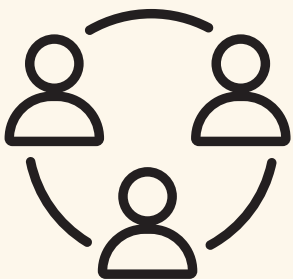
Crete Public Library District initiated a strategic planning process starting in early 2025. Fast Forward Libraries LLC was engaged in April 2025 to facilitate the planning process in three phases: Learn, Dream, Do. The Learn phase entailed gathering community feedback through a survey, focus groups, and interviews. Board and staff feedback was collected through a survey, as well. In the Dream phase, the Board and staff held workshop sessions to discuss possible future pathways for the Library. This document includes the strategic directions and goals that will guide CPLD through the Do phase, as the library executes its vision for the future.

Purpose Statement

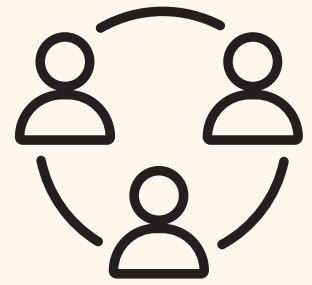
We serve our community in a welcoming space for *exploration, growth, and creativity.*

Strategic Directions

- Promote All the Library Offers
- Foster Collaboration & Diversity for a Strong Organization
- Provide Responsive Library Spaces & Services



Promote All the Library Offers



We connect with our community in a variety of ways to ensure the Library is a vital partner. By expanding awareness of Library services we increase access to the Library's many offerings.

GOALS:

1.1 Expand partnerships and outreach efforts to meet the community where they are.

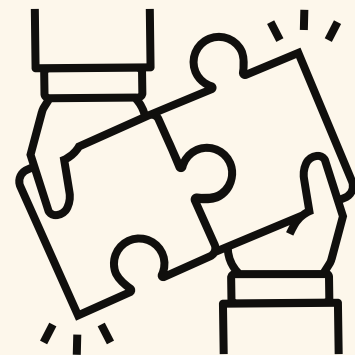
1.2 Create Library communications and marketing that bolster the community's awareness of Library services.

POTENTIAL OUTCOMES:

- Community organizations consider the Library a go-to partner
- Increase in new cardholders
- Increased overall Library usage
- The Library has good word of mouth in the community
- Increased engagement on social media



Foster Collaboration and Diversity for a Strong Organization



We work to provide a strong internal culture where staff can learn and grow. Our staff and Board members represent and serve the community in a variety of ways.

GOALS:

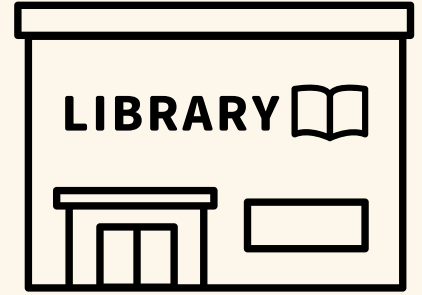
2.1 Ensure training opportunities and strong internal communications that enrich staff knowledge and teamwork.

2.2 Encourage diversity of thought, background, and experience among staff and board to better represent the community.

POTENTIAL OUTCOMES:

- Staff feel confident in their roles
- Staff is well-informed and can better serve patrons
- Staff morale and retention is high
- Community members see themselves reflected in Library staff and leadership
- Library staff can more easily communicate with non-English speaking patrons

Provide Responsive Library Spaces and Services



We provide accessible Library spaces where people can work, play, and connect. Our programs and collections meet the cultural needs and interests of our patrons, and we make it easier for the community to access needed services in one location.

GOALS:

3.1 Create plans for Library indoor and outdoor spaces that will best meet the community's evolving needs.

3.2 Review and implement a variety of Library services to better serve the public.

3.3 Continue to develop robust programs and collections that represent and celebrate the community's diverse cultures and interests.

POTENTIAL OUTCOMES:

- The Library has a long-term/master plan for updates to spaces
- Patrons indicate Library spaces better serve their needs and have high satisfaction with Library spaces
- Patrons feel comfortable in the Library and can easily access the building
- Evaluate existing services offered in the community and develop new services to engage new patrons and fill any gaps identified
- Increased overall program participation and circulation

Next Steps

Implementation and Evaluation

Now that the purpose statement, strategic directions, and goals have been adopted by the Crete Public Library District Board, the staff will develop an activity plan to guide implementation. Implementation is a continual process. The timing of certain activities will be determined by priority and influenced by various factors, such as funding and other resource allocation. Review and adjustment of the activity plan will happen on a regular basis.

Evaluation of progress towards the goals will be ongoing once the plan implementation is underway. The status of activities and progress towards goals will be reported regularly to Trustees and stakeholders.

