Goal 1. EQUAL ACCESS: All Evanston residents will have equal access to the intellectual capital needed to support their educational, recreational, and cultural interests.

Objective 1.1 - Make necessary investments in diverse and balanced collections – both virtual and physical.

1.1.1 – Increase audio-visual and electronic media collections (particularly e-books) by 20%. Complete by January 2013. Staff: Laura Hirshfield, Kim Hiltwein, Brian Wilson and Susan Robertson. Status: This objective has been completed. A/V and electronic media collections increased by 21.8% in 2012 (the number of e-books increased by 77%).

From January 1, 2012 through December 31, 2012:

<table>
<thead>
<tr>
<th>No. of Items</th>
<th>1/1/2012</th>
<th>12/31/2012</th>
<th>% chg</th>
</tr>
</thead>
<tbody>
<tr>
<td>A/V materials</td>
<td>36,461</td>
<td>40,343</td>
<td>10.6%</td>
</tr>
<tr>
<td>software &amp; videogames</td>
<td>669</td>
<td>720</td>
<td>7.6%</td>
</tr>
<tr>
<td>E-books</td>
<td>5,257</td>
<td>9,321</td>
<td>77.3%</td>
</tr>
<tr>
<td>E-audiobooks</td>
<td>4,631</td>
<td>6,888</td>
<td>48.7%</td>
</tr>
<tr>
<td>E-Video</td>
<td>92</td>
<td>116</td>
<td>26.1%</td>
</tr>
<tr>
<td></td>
<td>47,110</td>
<td>57,388</td>
<td>21.8%</td>
</tr>
</tbody>
</table>

1.1.2 – Purchase enough copies of popular titles in a variety of formats to meet patron demand with attention given to movie tie-ins, school syllabi, and theater events. Use “purchasing alert” report from Cooperative Computer Services (CCS). Beginning immediately and ongoing. Staff: all selectors.

Adult Services has set a purchasing limit of 10 copies for most items and do not plan to buy unlimited copies to fill reserves.

1.2 - Deliver innovative programs and displays that fulfill the Library’s mission.

1.2.1 – Increase school, senior and popular topic programming and book talks by 10%. Complete by March 2013. Staff: Jan Bojda, Lesley Williams, Renee Neumeier. Status: This objective has been completed.

April 2011 - March 2012
1455 programs overall
- 541 adult
- 500 children's
- 248 teen
April 2012- March 2013
2175 programs overall
• 651 adult
• 597 children's
• 105 teen

Adult program increase 20.3%
Children's program increase 19.4%
Teen program increase 57.6%
Overall increase 49.5%

We did not increase Juvenile booktalks, but have added programming for elementary age students in the form of three summer themed travel programs, weekly Latino Science programs, and STEAM (science, technology, engineering, arts and math) programming for school-aged students. We will be discussing ways to incorporate STEAM programming for Preschool through grade 5 into our school programming as well considering piloting a Family Winter Reading Program which was piloted at North Branch in Winter 2012/13.

1.2.2 – Place recently returned materials on prominent display in the lobby. Status: completed February 2012.

1.2.3 – Partner with Northwestern University, Music Institute of Chicago, Evanston Symphony and local theater groups to offer programs promoting upcoming literary and cultural events. Complete by December 2012. Staff: Lesley Williams and Jill Skwerski. Status: Completed.

Partner Programs through 2012

Next Theatre - 2 presentations
Northlight –Theatre - 1 presentation
Music Institute with Ars Viva - 2 presentations
Torchlight Theatre - 1 presentation (tied in with Drinking Water Week)
Epic Theatre - 1 presentation
City Lit Theatre - 1 presentation (Banned Books Week, books on the Chopping Block)
Purple Crayon Theatre – 10 presentations or story time/craft programs

Partner Programs in 2013

Next Theatre - 2 presentations
Northlight Theatre - The Whipping Man collaboration with local libraries, 2 others planned
Muse of Fire spring reading series: 2 presentations
Music Institute with Ars Viva -1 presentation
Savoyaires - 1 presentation
Thin Ice Theatre - 2 presentations

June 30, 2013
Purple Crayon Theatre – 5 presentations or story time/craft programs
Chicago Folks Operetta - 1 presentation
Chicago Shakespeare Project - 1 presentation
City Lit Theatre - 1 presentation (Banned Books Week, books on the Chopping Block)
Sit and Spin theatre from Northwestern - 2 presentations
Fleetwood –Jourdain Theater – 3 presentations

1.3 - Evaluate community and patron desires to help ensure that collections reflect those desires.

1.3.1 - Use Cooperative Computer Services (CCS) generated circulation and collections statistical reports to support purchasing and programming decisions; make these reports widely available to management and staff. Complete by April 2012. Staff: Karen Hansen and Jose Maldonado (new staff members assigned). Status: Ongoing.

1.3.2 - Use patron input gathered from holds requests, patron comment forms, online request form and verbal input for collection development decisions. Beginning immediately then ongoing. Staff: Lesley Williams and all service desk staff. Status: Ongoing.

1.3.3 – Develop plan and create Spanish language forms and signage including: lobby monitors, online forms, receipts, elevator signage, library newsletter, and self-check terminals. Complete by July 2012. Cost: to be determined. Staff: Daylily Alvarez (new staff assignment). Status: Completed and on-going.

Lobby signage - have “Bienvenidos” sign
Spanish website regularly maintained by Latino Outreach Library Assistant
Lobby monitor Welcome slide includes Spanish floor directory
Online reference form available in Spanish
Spanish Facebook and Twitter pages updated regularly
Brochures (Books on Wheels and Media Mall how-to) and bookmarks (hours, locations and borrowing policy) have been translated

1.3.4 – Gather input from community forums, schools, recreation centers, senior/retirement centers, Family Focus, and cultural institutions asking people what they would like to see in the collection. By July 2012, analyze focus group results and identify specific groups or contacts for input. By July 2013, complete the information gathering. Staff: Connie Heneghan and Rick Kinnebrew. Status: not yet started.
1.4 - Conduct a space study of the Library to enhance usability, aesthetics, and functionality. Complete by May 2013. Staff: Paul Gottschalk. Status: In progress.


1.6 - Explore modifications of existing service desks to facilitate more personal staff/customer interaction throughout buildings. Complete by September 2012. Staff: Paul Gottschalk and Lesley Williams. Status: on hold pending funding to remove existing 2nd and 3rd floor service desks, re-configure electrical, and acquire new furnishings.

1.7 - Collaborate with law enforcement, social service and health agencies to enhance safety and security of patrons, staff, and collections and to maintain a secure and pleasant library environment. Complete by June 2013. Staff: Jill Skwerski. Status: Presence Behavioral Heath presented at the Staff Development Day in April 2013 and will provide social work interns at the Main Library and CAMS. Staff is in regular contact with the local foot patrol officer. Additional security staff will be recommended for the proposed FY2014 budget.

1.8 – Increase circulation by 25% within two years (target of 1,142,000 for 2013).

This is an objective that is focused on improving patron satisfaction. It is not part of the Board-approved strategic plan.


1.8.2 – Identify and target donors and grants for funding specific collections (Spanish language, children’s, young adult). Complete by March 2013. Staff: Marcy Jenkins. Status: Ongoing. Development efforts have focused on entire collection, not specific subsets.


1.8.4 – Explore feasibility of creating kids book club bags and bins with topical themes. Complete by November 2012. Staff: Jan Bojda. Status: Completed. Children’s Room staff included this as a topic of discussion at a staff meeting and decided that this would be not be feasible at this time due to issues of storage, security and amount of staff time involved to maintain the collection. Martha Meyer will be working on an alternate way to highlight areas of the collection with an idea borrowed from Wilmette by creating more informal topical book bundles.
which will be easier to display and maintain and require less promotion and a greater return on our investment.

1.8.5 – Improve ease of use through patron self-check machines in the lobby, youth service and reader’s services. Complete by January 2013. Cost: $20,000. Staff: Paul Gottschalk and Jill Skwerski. Status: Two self-check machines have been installed in the lobby and one in Youth Services. Installation of Unit in Reader’s Services pending funding and space planning. Mobile app permits self-check on a smartphone.

1.8.6 – Increase collection display space in the lobby and third floor. Complete by July 2012. Staff: Jill Skwerski and Lesley Williams. Status: Completed.

1.8.7 – Cross train public services staff throughout the building for better customer service. For example, all staff would know how to renew library cards so that patrons would not need to go from floor to floor to place a reserve if their card were expired. Complete by November 2012. Staff: Jill Skwerski, Jan Bojda and Lesley Williams. Status: Need for further discussion among Division Heads. Some staff have experienced cross training by working at CAMS.


1.8.9 – Explore having DVDs, Wii and Xbox games available for checkout in the lobby via kiosk stations. Complete by May 2013. Staff: Jill Skwerski. Status: other libraries have had difficulty with vend machines. Status: The cost/benefit tradeoff of acquiring this unit is not favorable at this time. Completed.


1.8.11 – Explore methods of counting in-house use of materials. Complete by October 2012. Staff: Jill Skwerski. Status: Completed. In discussing the matter with other RAILS circulation managers and exploring possible in-house methodology, it was determined that counting in-house use of materials would not produce a favorable time/cost benefit.
Goal 2. NEIGHBORHOOD SERVICES AND OUTREACH: Expand library services and resources throughout the entire Evanston community.

2.1 - Explore and develop partnerships with schools, community organizations, businesses, and City recreation centers to deliver services throughout Evanston.

2.1.1 - Library staff will conduct regular brainstorming sessions regarding outreach followed by a blog or listserv throughout March 2014. Staff: Connie Heneghan, Lesley Williams, Rick Kinnebrew, Daylily Alvarez and Jill Skwerski. Status: on-going. Jill Skwerski is convening regular meetings to coordinate effective outreach.

2.1.2 - Library staff will participate in the Evanston 150 program where their goals intersect with library goals. Complete by January 2013. Staff: Lesley Williams, Connie Heneghan. Status: Completed. Library staff continues to be involved in the Evanston 150 programs: Rick Kinnebrew/Little and Learning, Connie Heneghan/The More You Know, and Renee Neumeier/Teem Town (now ETC). Rick’s group is still active. The other two are fairly inactive, but The More You Know intends to continue to address Wi-fi for everyone.

2.1.3 – Library staff will make contact with each of the following organizations to promote existing services and explore the feasibility of offering additional programs or services by September 2012: Status: completed and on-going.

Business organizations (staff: Lesley Williams and Jill Skwerski)
- CEDA – Collaborate on offering more entrepreneurship training classes. Kathleen Lanigan is in contact with CEDA about more entrepreneurship training classes; Jill Skwerski has met with them.
- Evanston Chamber of Commerce - Jill is in talks further partnering opportunities.
- SCORE - Kathleen Lanigan is in contact with SCORE about more entrepreneurship training classes

Business Associations In progress.
- Central Street Merchants
- Chicago Dempster
- Downtown Evanston
- Main Street Merchants
- Evanston Black Business Alliance
- West End Business Association

Community Centers In progress.
- Fleetwood-Jourdain Community Center (Rick Kinnebrew and Jill Skwerski) Fleetwood-Jourdain was a site for the summer reading program.
- Robert Crown – Continue support for Robert Crown library, bringing in 150 books per month (Jill Skwerski, Renee Neumeier, Rick Kinnebrew) Crown
was a site for the summer reading program; staff has a presence throughout the week and at the ProduceMobile distribution which is offered once per month.

- Levy Senior Center (Jill Skwerski) – in talks about furthering partnerships.

Evanston Coalition for Latino Resources (Daylily Alvarez and Jill Skwerski) Status: In progress.

St. Nicholas Church – Youth Minister, and Employment Ministry (Jill Skwerski, Daylily Alvarez, Renee Neumeier) Status: In progress.

Organizations Latino Outreach is currently working with:

- YWCA
- YMCA
- St. Nicholas Church
- Youth Organizations Umbrella
- Evanston-Skokie School District 65
- Latinos in Skokie
- Evanston Township High School
- Casa Mexico-USA
- Youth Job Center
- Evanston Community Foundation
- Northwestern University Omega Delta Phi Fraternity Club
- Illinois Coalition for Immigrant and Refugee Rights
- Illinois Department of Human Rights, Fair Housing Dept
- Illinois Legal Aid Online
- Latinos por la Salud (Latinos for Health), Chicago
- Puerta Abierta Bilingual Preschool
- Childcare Network of Evanston
- Oakton Community College
- Erie Family Health Center
- James B. Moran Center for Youth Advocacy
- Evanston Substance Abuse Prevention Coalition
- City of Evanston Citizen Engagement Office
- Levy Senior Center
- Legal Assistance Foundation of Chicago
- North Shore Hospital
- St. Francis Hospital

Family Focus (Jill Skwerski, Connie Heneghan, Rick Kinnebrew)

Schools
- District 202 Instructional Technology department
• District 65 Librarians - Explore possibilities of collaborating on electronic resources, and shared cataloging (Lesley Williams, Renee Neumeier)
Status:

2.2 - Analyze barriers to access to library services and identify non-users of library services.

Business community

Library staff has identified online resources which provide high quality market research, and which community residents and businesses would be able to access remotely.

Increase funding for online business reference tools. Work with the City of Evanston’s Economic Development Office to provide market research resources. Market those tools aggressively to the Chamber of Commerce and neighborhood business associations and to CEDA, and to the Evanston Community generally. Publicize via these business organizations and other means that anyone who owns a business in Evanston, even if not a resident, can get an Evanston Public Library card, and then obtain access to the databases we have.

2.2.1 - Survey all local businesses on what online business information they need and would use. Complete by September 2012. Staff: Lesley Williams, Jill Schacter, Jill Skwerski. Status: not yet started

2.2.2 - Choose business online tools and budget $10,000 for them for 2013 budget. Complete by June 2012. Staff: Lesley Williams – Status: completed

2.2.3 - Work with the City of Evanston’s Economic Development Division to identify City needs and funding for market research resources. Complete by December 2012. Staff: Lesley Williams. Status: Completed and on-going. Kathleen Lanigan and Lesley Williams have met with the Economic Development Division, demonstrated library online services related to small business development, and are in the process of requesting money from the department to enable Ms. Lanigan to set up appointments with entrepreneurs needing business research assistance. Have also established a potential business meeting center on the 3rd floor of the Main Library.

2.2.4 - Upgrade small business blog and add it to front of web page by February 2013. Staff: Kathleen Lanigan and David Jordan. Status: Completed. Blog has been upgraded, and there is a link to all blogs on front page, but not directly to EPL Means Small Business. Will be part of overall web re-design. Blog posts are regularly being posted to Facebook page.

2.2.5 - Email and direct mail marketing campaign of business resources to local businesses and business associations by February 2014. Staff: Lesley Williams and Jill Schacter. Status: not yet started

June 30, 2013
**Low Income residents**

Working with existing Evanston facilities and using marketing tools, the library will continually seek to identify barriers to library use by low income residents. We will begin to address the following known barriers.

Barrier – Blocked cards

Many low income families do not use the Library because their cards have been blocked due to unpaid fines. This has a particularly negative effect on middle and high school students, whose cards may have remained blocked for years. Although we have anecdotal evidence of this problem from interactions at the Circulation desk, and school visits, the Library has never systematically looked at the demographics of users with blocked cards.

2.2.6 - Do statistical survey of households blocked by fines to look for patterns of disproportionate impact by September 2012. Staff: Evelyn Kaehler. Status: **completed**

2.2.7 - Research library systems that have eliminated fines to predict the impact on revenue and usage by September 2012. Staff: Lesley Williams and Jill Skwerski. Status: **completed**

2.2.8 - Research alternate methods for addressing lost and chronically overdue materials by February 2013. Staff: Lesley Williams and Jill Skwerski. Status: **completed** with fine amnesty program approved by Library Board in March 2013.

Barrier – Child care

Many low income women would like to come to the Library to use computers, job and entrepreneurship materials, but are hampered by child care needs.

2.2.9 - Work with the City of Evanston Health Department and the Child Care Network of Evanston to research options for short term child care for women who need to use the Library. Complete by January 2013. Staff: Lesley Williams. Status: Not completed. Need to reassess the feasibility of this objective.

2.2.10 - Explore the feasibility of providing short term child care in the Library for patrons using the WorkNet center, meeting with a Career or SCORE counselor, or attending a job or career program. Complete by January 2013. Staff: Lesley Williams – Status: Not completed. Need to reassess the feasibility of this objective.

**Hispanic Residents**

Barrier - English only events and publicity materials are not reaching Spanish speaking residents.
Latino residents who attend Vamos a Jugar programs often ask why there are not other Spanish language activities at the Library. Incorporate more Spanish language programming, and translate the Library e-newsletter, programming flyers, and monitor announcements into Spanish would begin to address this barrier.

2.2.11 - Have all flyers and monitor posts routinely published in Spanish as well as English. Explore Latino signage. Complete by December 2012. Staff: Daylily Alvarez. Status: ongoing. Many flyers and video monitor postings are in Spanish. The new signage at North includes Spanish translation in juvenile areas and for the restrooms.


2.2.13 - Explore Spanish language options for all databases. Implement Spanish interfaces wherever offered by September 2012. Staff: Lesley Williams. Status: ongoing; have added several with Spanish interfaces.

2.2.14 - Add more visible tab to website for Espanol by September 2012. Staff: David Jordan. Status: completed.

2.2.15 - Increase Spanish language programming by 20% in all departments by February 2013. Staff: Elvira Carrizal-Dukes, Connie Heneghan, Jan Bojda, Lesley Williams, Rick Kinnebrew, Renee Neumeier. Status: completed.

2.2.16 - Partner with City of Evanston to create Spanish language e-news by February 2013. Staff: Daylily Alvarez and David Jordan. Status: completed.

- As of May 2013, the City of Evanston has produced a Spanish newsletter which includes Library Latin@ events.
- An elongated and detailed version has been released in July to include highlights from previous events, announcements, and a new “Who’s Who in Latino Evanston” corner to introduce subscribers to active Latino leaders in the community.

2.2.17 - Implement a regular Spanish “open house” community meeting event in the Library where Spanish-speakers, Latin@s, and/or people interested in reaching out to the Latin@ community would come together once a month to discuss our progress and any news or events we should be aware of. Complete by February 2013. Staff: Daylily Alvarez, Jill Schacter, Jill Skwerski. Status: completed.

- In 2013 we will have an open house in conjunction with our Hispanic Heritage Month Activities and with National Welcoming Week—both commence on September 15.
• Latino Outreach Library Assistant will continue to work with the New Families Liaison at District 65 to give tours of the library to new Evanston families.

2.2.18 - Expand Summer Reading Stops to five organizations by June 2014 with a focus on locations that serve low income and Hispanic residents. Staff: Connie Heneghan, Rick Kinnebrew, Daylily Alvarez and Jill Skwerski. Status: **completed and in progress.** This goal and how we approach it will constantly be in flux as opportunities and needs change. We are currently offering the summer reading program at Robert Crown, Fleetwood-Jourdain, and the CAMS and North branches. In addition we are training high school students to provide literacy programs for preschoolers through ABC Boosters and Compañeros de Juegos at CAMS, the Main Library, the District 65 Hill Center, and Washington and Oakton Schools. These are provided in cooperation with the Youth Job Center, District 65, and the YMCA and are partially funded by the Evanston Community Foundation.

**Seniors and Shelter and Group Home Residents**

The Library already offers programming, deposit collections and book group support to several senior residences and activity centers including Three Crowns Park, the Levy Center, and the North Shore Hotel. However, the Library has not offered such services to the two subsidized housing facilities for the elderly and disabled in Evanston: Ebenezer Primm Towers and the Jane Perlman Apartments. Residents of Albany Care and Greenwood Care, two residential facilities for adults with emotional and mental challenges, used to visit the South Branch regularly; although some use the Main Library, many have difficulty walking there. Children at the domestic violence center at the YWCA receive visits from the Children's Outreach Librarian, but staff members have expressed an interest in library programming for the adult women residents, and coordinating them with job training resources.

2.2.19 - Participate in the Aging Well Conference beginning in May 2012 providing information about eBooks, books on wheels and other library services. Staff: Connie Heneghan. Status: We will attempt to arrange this for spring 2014.

2.2.20 - Survey staff at Albany Care, Greenwood Care, Perlman Apartments, Primm Towers, YWCA and ask about reading collections, and potential interest in programs by March 2014. Staff: Jill Skwerski. Status: In process. Initial contact and site visits have been made to Albany, Greenwood, Perlman, Blake and Primm. Small reading collections were delivered. Conversations about additional services and potential programs are ongoing as are follow up visits to maintain established reading collections.

2.2.21 - Develop a plan for targeted collections for each residence by February 2013 and where feasible will coordinate with other community organizations to provide these collections. Staff: Lesley Williams and Jill Skwerski. Status: see above.
2.2.22 - Plan and offer at least one new program at each facility over the next three years: book clubs, movie clubs, and computer assistance. Complete by March 2014. Staff: Lesley Williams, Rick Kinnebrew, Jill Skwerski. Status: see 2.2.20. We offered new computer classes at CAMS and the Main Library using volunteer Jessica Jolly.

2.2.24 - Explore “pop-up” library concept: mobile checkout units with Workflows enabled computers to provide “roaming” service to these locations on a monthly or bi-weekly basis by September 2012. Staff: Jill Skwerski, Connie Heneghan and Jill Skwerski. Status: We offer a weekly “pop-up” library for the Foster Senior Group at the Fleetwood-Jourdain Community Center.

2.3 - Partner and engage citizens in specific communities in Evanston to identify demographics and service areas of specialization to focus on as centers of learning, leisure, and literacy throughout Evanston.

Additional work is needed for this objective.
Goal 3. CHILDREN: Children throughout Evanston will have the opportunity to succeed in learning.

3.1 - Offer a broad spectrum of reading readiness activities, such as story times, in a wide network of locations throughout Evanston.

Staff is currently offering monthly story time to preschools and child care centers at these locations:
- Child Care Center of Evanston
- Total Child
- Creative Play
- Evanston Day Nursery
- Fleetwood-Jourdain Community Center
- Baby Toddler Nursery
- McGaw YMCA
- School for Little Children

In addition, staff currently provides:

- In-house story times at North Branch, CAMS and Main Library location for children from birth to age 7. We offer over 250 scheduled story times each year.

- Story time programming or other research or library related programming to groups visiting the Library. We have an average of 4 of these group visit programs per month during the school year.

- A tour, stories and a craft activity for almost every District 65 Kindergartener that visits the Library through a grant for transportation and incentives provided by Foundation 65.

- Twelve monthly story times for Kellogg School of Management parents and their children.

3.1.1 - Investigate the licensing requirements for volunteer readers for childcare homes by December 2012. Staff: Rick Kinnebrew. Status: Completed investigation. Rick met with volunteer coordinator Mary Kling to talk about establishing a procedure. An easier fix would be to simply shift the requirement to the volunteers themselves—maybe create with the Health Department an info sheet on fingerprinting and doctor’s approval. Currently we have one licensed volunteer reader, Sally Schwarzlose, who reads to children when she delivers book bags, and she made her own arrangements.

3.1.2 - Purchase additional play items for the Children’s room that support early literacy and imaginative, narrative play like a play kitchen or store and reinforce the LEAP play that many of the preschoolers and D65
Kindergarteners experience. Completion date: August 2012. Cost estimate: $2,000. Staff: Gigi Galich. Status: completed

3.1.3 - Seek funding for the purchase of A.W.E. early literacy computer stations. These bilingual computers contain over 30 early learning games and have bilingual, English/Spanish options. Completion date: October 2012. Staff: Jan Bojda. Status: completed

3.1.4 - Explore the possibility of partnering with Community Helpers, like police officers and firefighters to provide reading visits to early childhood education sites by January 2013. Staff: Jan Bojda. Status: Still in progress. We have not had success partnering with Community Helpers for visits outside the Library. Firefighters have participated in our Parent/Child workshops.

3.1.5 – Seek funding to provide an online reading collection like Tumblebooks or Scholastic’s Bookflix or Trueflix. Completion date: October 2012. Staff: Jan Bojda. Status: completed

3.2 - Coordinate with existing community literacy and reading-readiness programs to identify new opportunities for Evanston’s children to develop language and pre-reading skills.

Currently, staff supports the following programs:

1. Bring LEAP (Literacy Education at Play) programs to Head Start and Preschool for All classrooms.

2. Supporting Evanston Community Foundation’s CommunityWorks project with book collections, play literacy programs and early literacy training for parents and home visitors.

3. Convening Ann’s Book Club for Early Childhood educators 8 times per year.

4. Delivering book bags to home childcare providers. (Currently 5 bags per month, plus 2 at Baby Toddler Nursery.)

3.2.1 - Increase the delivery of book bags to Home Day Care homes by at least 50% by March 2014. Minimal additional cost. Staff: Rick Kinnebrew. Status: Volunteer Sally Schwarzlose currently delivers 5 bags per month to day care homes (three additional bags get delivered monthly to Baby Toddler Nursery and District 65’s Doorway to Learning.) In August 2013, Sally and Rick will meet to enlarge the book bag collection and seek another volunteer to deliver to more homes.
3.3 - Partner with school librarians and educators to help promote a love of reading and learning.

Currently, staff supports the following initiatives:

1. Working with school librarians to deliver Kindergarten LEAP to all D65 Kindergarteners.

2. Visiting all local elementary schools to promote the Summer Reading Game.

3. Addressing 12 parent groups every year through connections with reading teachers and support staff (includes Title I and Smart Start events at elementary schools, D65 Family Center Literacy Nights, and preschool parent nights).

4. Participation in D65’s new teacher orientation.

5. Support for District 65’s Battle of the Books program and the various state children’s choice book awards by providing additional copies of these high demand items.

6. Provide monthly storytimes for special needs students at Park School.

3.3.1 – Develop a proposal to add a dedicated School Liaison position to work directly with the public and private elementary schools. Completed by May 2013 for consideration in the FY2014 budget. Staff: Jan Bojda and Paul Gottschalk – Status: Incomplete. At this time staff would prefer to explore other staffing priorities for Youth Services. During this time Renee Neumeier made a strong case for an additional assistant for the Loft. That position would take budgetary priority for Youth Services.

3.3.2 - Expand existing Young Adult amnesty events to include younger students during National Library Week 2012 and beyond. Complete by April 2012. Staff: Laura Antolin and Kim Kaufmann. Status: completed

3.3.3 - Explore ways to insure public library books get returned to the Library promptly by working with the schools to get library materials that have been returned to the schools back to the Library and vice versa. Complete by September 2012. Staff: Jan Bojda and Rick Kinnebrew. Status: completed. Rick Kinnebrew will clear the District 65 books monthly by delivering them to the Hill Center. To manage books from other schools, which include a lot of one-offs, and are therefore time-consuming, we will experiment with calling the school to pick up their books here.
3.3.4 - Work with teachers and school librarians to provide booktalks or another type of programming or service for students in grades 3-6. Completion date: August 2012. Staff: Jan Bojda. Status: Staff was unable to work on this objective due to an extended medical leave. Staff did increase programming in the summer of 2013 for this age group by the inclusion of STEAM programming thanks to our Makercorps interns. The Youth Services Manager is making plans to visit and meet all of our school librarians.

3.4 - Expand the summer reading program and expand print, in-person, and virtual readers’ advisory services to children and young adults throughout Evanston in order to develop and maintain a love of reading and learning.

Staff will continue to offer the Summer Reading Game at the Chicago Avenue/Main Street Branch, the Fleetwood-Jourdain Center and the Crown Center.

Staff will continue our connection with the summer arts camps at Noyes, promoting the participation in the reading game and providing materials and programming in support of their learning themes.

3.4.1 - Arrange visits at preschools to promote reading game participation for pre-readers. Complete by June 2012. Staff: Robin Sindelar and Jan Bojda. Status: completed

3.4.2 - Complete the update of the Youth Services web pages to include new bibliographies with links to the Bibliocommons interface by June 2012. Staff: Jan Bojda. Status: incomplete

3.4.3 - Develop ways to promote staff favorites through in-house displays, bibliographies and the website. Begin a new book display in 2012. Complete by August 2012. Staff: Jan Bojda. Status: In progress. We continue to develop new, traditional bibliographies and create well-used displays. We have created a special New Books area for juvenile collections that Jan believes has been responsible at least in part for our increased juvenile circulation. We have also moved our state children’s choice collections to a more prominent location. We still need to work on our web presence.

3.4.4 - Contact the new Bright Horizons Day Care Center upon their opening to build strong connections. Complete by January 2013. Staff: Laura Antolin and Rick Kinnebrew. Status: Completed. Rick connected with classroom teachers at Bright Horizons and has made three storytime visits in 2013.
Goal 4. TECHNOLOGY: The Library will track and adopt emerging current technologies to improve the experiences of library patrons and their access to information and services.

4.1 - Position the Library as a public technology learning center for all citizens of Evanston by providing hands-on sharing.

4.1.1 - IMPROVE INTERNET BANDWIDTH

Background
Users of the Library computer network have a very poor Internet experience due to the lack of sufficient bandwidth to meet the demand.

The Library’s Internet connection is routed through the City of Evanston. Currently the Library is guaranteed 14mb of traffic separate from the rest of City business (8 of that is free from Illinois Century Network (ICN), the rest the city is paying for). The current cost is about $70/mb per month. Of that 14mb, the wireless clients are set to be able to consume up to 10mb. The rest is shared with the wired clients and Library itself (including the network connection between North Branch and Library).

The City is working with Comcast to add a second connection, which should provide them enough flexibility to increase the available bandwidth considerably (or at least as much as the budget will allow). There may also be some infrastructure upgrades necessary at the City to manage the increased bandwidth.

Outcome: double internet bandwidth
Completed by: March 2013
Staff: David Jordan and Paul Gottschalk
Status: Completed. The Main Library now has access to the 250 Mbps connection available to the City. Our network performance is much improved since the strategic plan was drafted. A test of a staff PC during a weekday afternoon showed a 50 Mbps upload/download speed. The public wired and Wi-Fi network showed download speed of about 8 Mbps and upload speed greater than 12 Mbps during the same afternoon test. There is no need to purchase more bandwidth at this time. Bandwidth at North Branch will be increased significantly by fall.

4.1.2 - DIGITAL BOOK INITIATIVE

Background
The Library’s digital book collection has experienced significant growth, especially since 2010, with the expansion of eReader device use. According to a Pew Internet and American Life report from January 2012, 19% of Americans own eReader devices, 19% own tablet computers. In addition, 29% of Americans
own at least an eReader or a tablet computer (http://pewinternet.org/Reports/2012/E-readers-and-tablets/Findings.aspx).

At the Evanston Public Library, the circulation of digital media doubled over course of 2011. In January, monthly circulation was 1,051, and by December, it had steadily increased to 2,278. Unique patrons with checkouts also doubled from January to December, starting with 330, and increasing to 690.

This increase in usage has also spurred a higher demand for patron support. Recorded requests for technical support, tutorials, and general information more than doubled during 2011 as well. While the Library offers patrons excellent online and print resources for using the digital book collection, many people – patrons and library staff alike – benefit most from hands-on training and support. Current hands-on support is limited to patrons who already own devices.

**Phase I: Staff Training**

In an effort to better support users of our digital book collection and recruit new ones, all public service library staff will undergo training. Training will take place at two levels: 1) basic, staff-wide training, and 2) training that focuses on three levels of competency. The basic, staff-wide training would take place on staff development day (October 5, 2012). Competency-based instruction would take place at a small-group, or department level. Training would begin by September 2012 and would be coordinated by Karen Hansen and Lesley Williams. Status: completed

**Phase II: Digital Books Technology Bar**

To address the community’s growing exploration and use of digital book technologies, we propose the addition of a Technology Bar, or Tech Bar. The Tech Bar would include up to six eReader devices and tablet computers, as well as a laptop computer for browsing the Library’s digital book catalog, My Media Mall. The primary goal of the Tech Bar is to educate patrons on how to use the Library’s eBook collection. Although patrons may visit retail venues to try devices before purchasing them, these venues do not provide services that teach them how to use the Library’s eBooks.

Library staff will play a critical role in the success of the Tech Bar. Staff will use it as a teaching tool for patrons, providing hands-on assistance to patrons and facilitating a meaningful learning experience. Although patrons would be free to explore the Tech Bar on their own, staff will be available to serve as guides for exploring the eReaders and using the digital collection. Service, therefore, would be the focal point of the Tech Bar.

The Tech Bar’s presence in the Library will also help increase the visibility of the Library’s digital collection. Simply having the devices and access to My Media Mall will attract attention and help introduce new users to the service.

The purchase and installation of the Tech Bar can be accomplished by December, 2012. Karen Hansen and Dave Jordan would be responsible for its execution and maintenance. Maintenance staff would also play a role in its
installation. Karen Hansen and Lesley Williams would coordinate training of its use.

Outcome: staff training on digital books completed
Completed by: January 2013
Annual Cost: staff time
Staff: Karen Hansen and Lesley Williams
Status: Completed

Outcome: technology bar installed
Completed by: January 2013
Initial Cost: $3,000
Annual Cost: $1,000
Staff: David Jordan and Karen Hansen
Status: Staff has prepared a proposal for the technology bar. Implementation pending funding and available staff time.

4.1.3 - DIGITAL MEDIA INITIATIVE

To become a technology center for all citizens of Evanston, the Library will need reflect the current and future landscape of technology, providing more than just computers with internet access and basic software. While offering access to these basic amenities in the Library is still an essential part of serving as a technology center, many Evanstonians are seeking access to more advanced computer software and media tools that specialize in video, music, and image creation. These advanced tools are generally cost-prohibitive for most households in Evanston, as each piece of software costs several hundred dollars. Consequently, community access to these media creation tools is very limited. Evanston Township High School offers a graphics lab for its students, but access is restricted to school hours and to students there. Northwestern University also has computers with access to media creation software; however, these machines are restricted to student use. FedEx Kinkos of Evanston offers customers the option to rent time on computers equipped with advanced software. The only library nearby library that offers a free-use, advanced media lab of any kind is the Skokie Public Library. Their lab is limited to Skokie Public Library cardholders.

There are no institutions in or near Evanston that offer free, low barrier access to advanced media creation tools. Currently, the Library receives a number of inquiries from students and adults about whether we provide access to this type of computer software and equipment. Because it is already viewed as the place in Evanston to freely access computers and internet, adding more advanced, sought after technological amenities would be a natural next step in library services. Adding these technologies not only helps bridge our community's digital divide, but it is also a stride toward staying relevant with a growing portion of our population comfortable with technology and seeking to use it in more complex and meaningful ways.
Phase I: Teen Loft Digital Media Equipment

The first step for addressing our community’s growing need for advanced technologies is to recognize that our most voracious users of technology are teens. We propose adding to the teen Loft a single computer equipped with advanced software, as well as several media creation tools (cameras, microphones, green screen equipment, etc.). The Loft is a natural choice for this first step in upgrading the Library’s technology offerings: staff there already have a knowledge of the software, the equipment can fit there and be monitored easily, many of its users are familiar with the technology or are eager to learn how to use it, and media creation has always been a highly nurtured activity in the Loft. Teens would have the opportunity to use the technology – for school projects or recreationally – to engage in projects that promote critical thinking, creativity, and skill-building. Teaching these technologies would also be a component of this action step. Library staff with knowledge of this software could offer small workshops, as well as volunteers and teens themselves.

Dave Jordan, Karen Hansen, and the Loft staff would work together to execute the implementation of this action step, which can happen as soon as once funds are available.

Outcome: digital media equipment installed
Completed by: August 2012
Cost: $5,000
Staff: David Jordan, Karen Hansen and Renee Neumeier
Status: pending funding

Phase II: Dedicated Digital Media Lab

The next phase of the Digital Media Initiative involves expanding the Library’s digital media offerings to a dedicated lab. Phase I of the plan places a fully-equipped computer with software in the teen Loft; however, access to the Loft is restricted to teens, and therefore excludes adult users. Users would have the opportunity creatively express themselves through digital videos, music, photography, websites, graphic design, podcasts, presentations and other forms of digital media. The dedicated digital media lab would be open to teen and adult users alike, and would be housed in its own room in the Library. It would feature four computer stations equipped with video, music, and image creation software, as well as supplemental equipment like cameras, a green screen, a scanner, etc. Lab use would be restricted to digital media creation; general internet use would remain the priority of the regular, all-purpose computer stations around the Library.

The Skokie Public Library offers a similar lab that experiences a high level of usage. Their lab is restricted to Skokie cardholders. One aspect of Skokie’s building setup that differs from EPL’s is that they have an all-purpose adult computer lab, staffed with computer lab assistants, who also assist in the digital media lab. EPL’s adult computers are scattered over two separate floors. Assistance on these computers falls to adult services staff at Reference, Reader’s Service, and Periodicals, none of whom are employed by the Library to solely provide computer assistance. Additionally, very few staff are
knowledgeable in the advanced software the lab would have. A digital media lab at EPL would not see all-day use; therefore, it would not merit the hiring of a staff member to assist solely with its operations. However, it’s strongly recommended that the Library consider hiring at least one part-time, dedicated technology assistant. Ideally, assistant(s) would be able to help patrons with basic computer needs, but they would also have experience with the types of advanced software in the digital media lab.

This action step is at least two years away and would be completed only after the teen Loft upgrade is complete and deemed successful. Staff involved would be Dave Jordan, Karen Hansen, and Lesley Williams. Maintenance staff would also play a role in its setup and security. The City’s tech support staff may also be involved.

Outcome: digital media lab up and running
Completed by: March 2014
Initial Cost Estimate: $30,000 to $45,000
Annual Cost Estimate: $18,000
Staff: David Jordan, Karen Hansen and Lesley Williams
Status: Staff prepared an IMLS grant application for the planning and design of a Digital Learning Lab. The grant proposal was not approved. Additional grant opportunities are being explored.

4.2 - Expand technology-based services to increase patron access to media and information throughout Evanston.

Additional work is needed for this objective.

4.3 - Explore technologies for circulation, inventory control, and customer self-service.

EXPAND SELF-CHECK BEYOND THE LOBBY

4.3.1 - Add two more 3M self check machines (Model 8410), one in the Children’s room and one on the second floor in Reader’s Services. May require additional wiring.

Outcome: self check machines installed
Completed by: March 2013
Initial Cost: $20,000
Annual Cost: $2,400
Staff: Paul Gottschalk and Jill Skwerski
Status: Self-check in Youth Services was installed in May 2012. Additional unit on second floor pending funding.
4.4 - Create the most exciting, informative and useful library web experience imaginable.

MOBILE APP FOR CATALOG ACCESS

Our users expect to be able to easily access the library catalog and manage their account using their smartphone, Android tablet, or iPad. While you can access the catalog directly through a web browser on these devices, the experience can be frustrating. Ideally, we would provide an app that could be installed on any of these devices that made searching the catalog and managing accounts convenient and easy.

**Boopsie for Libraries** is a multi-platform mobile solution that is fast and flexible. Already in use by more than 250 libraries and universities in the US and Europe, Boopsie integrates directly with all major integrated library systems (ILS) so that patrons can put books on hold, search the entire catalog, check out, renew, see library hours, blogs, twitter, library locations, etc. all from their mobile devices.

Outcome: mobile application launched
Completed by: September 2012
Initial Cost: $5,100
Annual Cost: $3,700
Staff: David Jordan and Jill Schacter
Status: completed June 2013
Goal 5. MARKETING: The Library will strive to make Evanston residents aware of the exceptional patron-centered services and collections the Library has to offer.

5.1 - Continuously improve the delivery of courteous and professional library services to all patrons through staff training and performance evaluations. Status: Ongoing.

5.2 - Develop and implement a comprehensive print and virtual marketing plan to raise awareness of the importance of public libraries generally and specifically, to raise awareness of the excellent and comprehensive programs and services the Library offers. Staff: Jill Schacter, Paul Gottschalk, Karen Danczak Lyons. Status: Not yet started.

5.3 - Embed in that plan a responsiveness to changing demographics and technology that promotes open communication between the community and the library. Staff: Jill Schacter. Status: Not yet started.

Goal 6. FUNDRAISING AND HUMAN CAPITAL: Acquire the human and financial resources to efficiently achieve and maintain the mission and goals of the Library.

6.1 - Recruit, train and nurture skilled staff. On-going

6.2 - Expand the recruitment and use of skilled volunteers to assist staff in a wide spectrum of library activities. On-going.

6.3 - Continuously improve the delivery of courteous and professional library services to all patrons through staff training and performance evaluations. Status: On-going.

6.4 - Articulate library funding requirements to the community and decision-makers so that Evanston’s library develops and maintains outstanding collections and services. Staff: Jill Schacter, Paul Gottschalk, Marcy Jenkins, Karen Danczak Lyons. Status: on-going.

6.5 - Encourage partnerships, sponsorships and community connections to fulfill funding requirements. Staff: Jill Schacter, Paul Gottschalk, Marcy Jenkins, Karen Danczak Lyons. Status: on-going.

6.6 - Explore all supplemental funding sources, including grants and planned giving. Staff: Paul Gottschalk, Marcy Jenkins, Karen Danczak Lyons. Status: on-going.
Goal 7. LIBRARY BOARD AND GOVERNANCE: Develop the capacity of the Library Board to successfully fulfill its statutory role, commitments and fiduciary responsibilities.

7.1 - Bolster Board orientation, training, and continuing education relating to board governance, fiduciary responsibilities, the Open Meetings Act, the development of annual budgets, levy requests, and overall powers and duties under the Local Library Act. Staff: Paul Gottschalk and Karen Danczak Lyons. Status: on-going.

7.2 - Encourage and support continuing education and involvement in the regional, state and national public library trustee community. Staff: Karen Danczak Lyons. Status: In progress. Leora Siegel has joined the Board of the Illinois Library Association and Benjamin Schapiro has joined the Board of the Reaching Across Illinois Library System.