



O'Fallon
PUBLIC LIBRARY

Strategic Plan

2024-2026

Mission

Serve as a bridge connecting our diverse and ever-evolving community to learning opportunities, resources, and services that place people first.



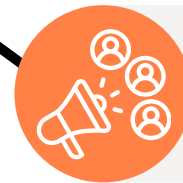
Develop Impactful Partnerships



Create a Welcoming Community Space



Prepare for Growth



Increase Engagement



Invest in Staff





Develop Impactful Partnerships

- Work with school districts to expand access to local students
- Collaborate with the Parks Department on embedding library features in outdoor spaces
- Focus on initiatives that strengthen student performance
- Explore ways to expand services to unincorporated areas



Create a Welcoming Community Space

- Engage teen users through improved teen space and new program offerings
- Develop an internal “Culture Code” to ensure consistent and exceptional customer service
- Audit signage, displays, collections, and programming to reflect users needs and identities
- Reimagine Magazine Room to reflect current trends



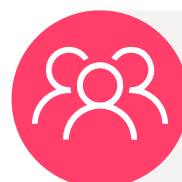
Prepare for Growth

- Establish foundation for fundraising efforts
- Develop communications plan to support a successful referendum
- Secure funding through a referendum for new library construction
- Consider joining with other community partners in relocation efforts



Increase Engagement

- Actively welcome new residents
- Launch bookmobile to reach underserved areas and bolster outreach initiatives
- Develop new services to broaden appeal and diversify offerings



Invest in Staff

- Encourage participation in regional and statewide organizations
- Provide training and resources that empower people to do their best
- Recognize and celebrate accomplishments

