

# 2025 - 2027 STRATEGIC PLAN



ROLLING  
MEADOWS  
LIBRARY



PREPARED BY  
**LIBRARY  
STRATEGIES**



# LETTER FROM THE DIRECTOR

I am delighted to present the Rolling Meadows Library 2025–2027 Strategic Plan, the first of its kind for our institution. Developed through a broad and collaborative process, this blueprint embodies the diverse voices and aspirations of our community. As a newer member of the library, having joined in 2024, I am particularly grateful for the enthusiasm and insights that helped shape such a thoughtful and forward-looking guide for our future direction.

Over the past several months, we convened a slate of focus groups — in both English and Spanish — and gathered input from 767 survey respondents in English, Polish, and Spanish. These efforts were further strengthened by additional focus groups with our staff and board, a staff survey, and the guidance of key community partners serving on our steering committee. Their collective feedback shaped our five overarching goals, each aimed at ensuring the library remains a vibrant, welcoming, and inclusive hub. You can look forward to expanded programs for all ages, enriched collections in both traditional and digital formats, and innovative technological enhancements that make our services even more accessible.

I recently spoke with an older resident who relies on our home delivery service to enjoy her favorite books. She fondly recalled how the library once served as her “window to the world” and expressed gratitude that we still bring those opportunities right to her doorstep. Her optimism underscored the importance of ensuring that, no matter one’s physical limitations or language barriers, everyone in Rolling Meadows has equal access to the joy of reading and learning.

Whether it’s forging strategic partnerships, expanding our Library of Things, or finding innovative ways to bring resources deeper into the community, every initiative in this plan is grounded in our commitment to Rolling Meadows. Together, we will continue to cultivate a space where everyone feels empowered to learn, explore, and connect.

Thank you for your steadfast support and enthusiasm. I look forward to sharing updates as we put this plan into action—and to welcoming you at the library soon!

Sincerely,

Jack Bower  
Executive Director, Rolling Meadows Library







# MISSION

## MISSION STATEMENT:

*To provide excellent customer service and information in a variety of formats, materials and programs that **Educate, Inform, Enrich, Inspire, and Entertain.***

*To serve the citizens of Rolling Meadows, linking them with resources throughout the world and providing equal access for all.*



EDUCATE • INFORM • ENRICH • INSPIRE • ENTERTAIN







# GOAL AREAS

**GOAL 1:** Programs & Partnerships: Extend the library's reach and impact through strategic partnerships and in-demand programs.

**STRATEGIES:**

1.1

Diversify adult programming, with a particular emphasis on opportunities which center culture and language and offerings that hold intergenerational appeal.

1.2

Foster and expand strategic community partnerships across both the public and private sectors.

1.3

Position the library as a versatile education hub for young patrons from infants to teens.

1.4

Provide more volunteer opportunities inside and outside the library, including engagement pathways that do not require English language fluency.

1.5

Coordinate larger-scale, family-oriented community events positioned to increase the library's visibility and reach.

1.6

Reevaluate programming to ensure that days and times conform with the scheduling needs of targeted audiences.







# GOAL AREAS

**GOAL 2:** Collections & Resources: Align what RML offers with the community's current and emerging needs.

**STRATEGIES:**

- 2.1 Continue investments in Spanish-language collections and prioritize their promotion.
- 2.2 Increase the availability of nontraditional resources, including the loanable Library of Things and on-site, makerspace-style amenities.
- 2.3 Invest in the library's online discovery tools through a website redesign and improvements to app functionality.
- 2.4 Pinpoint and address imbalances between what patrons want and what is available to them from RML and the possibilities of consortium membership.





# GOAL AREAS

**GOAL 3:** Facility & Accessibility: Consciously and authentically position the library as a welcoming and accessible space for everyone.

## STRATEGIES:

- 3.1 Conduct a facility needs assessment to understand and begin sequencing needed reinvestments in the aging library facility.
- 3.2 Equip meeting rooms with up-to-date, collaboration-friendly technology for educational, recreational, and work-related purposes.
- 3.3 Explore the incorporation of convenient self-service touch points into RML's existing service models.
- 3.4 Revisit library policies and procedures to ensure all reflect and foster a "welcoming" atmosphere.
- 3.5 Update and diversify wayfinding signage and other interior visuals.
- 3.6 Promote and expand home delivery services for residents physically unable to visit the library.
- 3.7 Explore the roll out of nontraditional physical access points around the community, such as kiosks and drop boxes.







# GOAL AREAS

**GOAL 4:** Marketing & Outreach: Increase community awareness around the value and versatility of the library.

**STRATEGIES:**

- 4.1 Prioritize outreach into underserved pockets of the community.
- 4.2 Develop a broad-based marketing plan to guide RML's promotional efforts.
- 4.3 Craft and distribute key messaging in languages other than English.
- 4.4 Refresh the library's online presence, including the website and all relevant social media channels.
- 4.5 Adopt continual feedback mechanisms to gather input from community members on an ongoing basis.





# GOAL AREAS

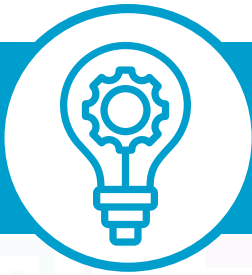
**GOAL 5:** Administration & Staff: Equip staff and board members to advance RML's mission and advocate for its place in the fabric and future of Rolling Meadows.

**STRATEGIES:**

- 5.1 Engage in regular Library Board training to ensure all members fully understand the library's vision and feel confident in championing its mission.
- 5.2 Work toward increasing staff diversity, including volunteer and internship opportunities.
- 5.3 Invest in staff cross-training in select areas to increase cross-departmental understanding and foster a nimble frontline team.
- 5.4 Provide periodic customer service training to increase staff confidence when interacting with any patron and in a wide range of scenarios.
- 5.5 Explore logo-wear for pride of place and identification markers (such as buttons) to denote special skills.
- 5.6 Investigate equipping public floor staff with tools to instantaneously reach colleagues for an outstanding customer service experience.
- 5.7 Collaborate actively in citywide dialogue around Rolling Meadow's future growth and development.
- 5.8 Explore how best to collaborate with the City's new Human Services Department to help connect its resources and services to all residents.







# PROJECT LEADERSHIP TEAMS

## STRATEGIC PLANNING STEERING COMMITTEE

### Library Staff

**Jack Bower**  
Executive Director

**Lucia Khipple**  
Assistant Library Director/  
Youth Services Director

**Mary Constance Back**  
Readers Services Department  
Director

**Jennifer Collette**  
Reference Department Director

**Laura Garcia**  
Community Relations Manager

### Library Board

**Jean Threadgill**  
President

**Steve Rossi**  
Treasurer

**Sylvia Vange**  
Trustee

### Community Partners

**Rob Sabo**  
City Manager, City of Rolling Meadows

**Natalia Nieves**  
Director of Human Services, City of Rolling  
Meadows

**Nick Troy**  
Executive Director, Rolling Meadows Park  
District

**Steven Gaus**  
Business Development Director, Rolling  
Meadows Chamber of Commerce

**Kristin Franke**  
Library Innovation Teacher

**Katie Shaw**  
Head Librarian, Rolling Meadows High School

## FULL BOARD OF TRUSTEES

**Jean Threadgill**  
President

**Phil Priest**  
Vice-President

**Steve Rossi**  
Treasurer

**Marsha Kremer**  
Secretary

**Melanie Elfers**  
Board Member

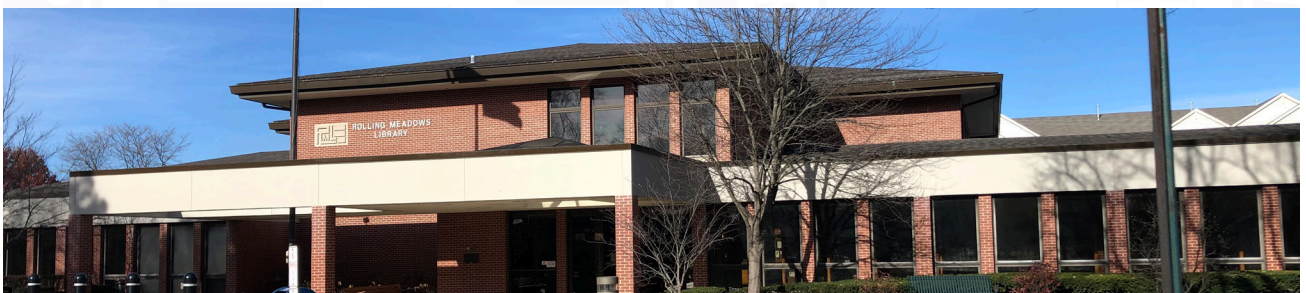
**Mary Erturk**  
Board Member

**Megan Gawlik**  
Board Member

**Liesel Hughes**  
Board Member

**Sylvia Vange**  
Board Member

**Stefanie Boucher**  
City Council Liaison/  
Ex-Officio Director



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