Community stakeholders and partners, diverse and well-trained staff (full-time and part-time), volunteers, interns, Board of Trustees, local government, funding (tax dollars, grants, donations), well-maintained buildings, furniture and equipment, IT infrastructure, physical collections (books, DVDs, CDs, magazines, etc.), digital collections (streaming music/movies, databases, e-journals)

**IMPACT**

**ENGAGEMENT**

Core Values: Civic Responsibility, Collaboration, Compassion, Diversity, Empathy, Gathering, Inclusion, Participation

We focus on inclusive engagement and service to diverse community groups.

Outcomes: Increased access to and engagement with diverse collections by patrons; Expanded patron access to and engagement with library services/resources in non-traditional spaces; Increased opportunities for patrons to actively contribute to the library’s work; Improved patron satisfaction with library service

We facilitate connections among diverse audiences through shared community aspirations and experiences.

Outcomes: Increased and diversified library-community stakeholder relationships; Increased public engagement with library collections, programs, and exhibits

We lead the community in impactful civic engagement.

Outcomes: Improved civic engagement among patrons; Increased patron opportunities for and satisfaction with community conversations; Improved patron access to and use of community information resources

We attract and retain a library staff that reflects the diversity of our community.

Outcomes: Improved library staff diversity; Increased career development opportunities for library staff; Improved library employment brand

**LEARNING**

Core Values: Access, Education, Intellectual Freedom, Knowledge, Literacy, Opportunity, Privacy

We build capacity for literacy and education.

Outcomes: Sustained access to free early literacy and K-12 learning opportunities for the community; Increased literacy and education opportunities for adult patrons; Increased public engagement with early and adult literacy resources; Improved literacy skills and attitudes among adult patrons; Expanded access to educational support for teens; Improved access to supported programming for disabled community members

We prepare people for continuously changing technology.

Outcomes: Improved technological competencies among library staff; Expanded digital learning opportunities for patrons; Improved patron awareness of online safety and data privacy

We improve people’s lives through opportunities to create and to learn new skills.

Outcomes: Improved patron access to opportunities for creative expression and hands-on exploration; Sustained patron access to career/professional development and health/wellness resources; Expanded engagement opportunities for teens; Increased access to social service resources for vulnerable patrons

**STEWARDSHIP**

Core Values: Accountability, Affordability, Health, Preservation, Safety, Sustainability, Transparency

We invite everyone into library spaces that are welcoming, safe, and inspiring.

Outcomes: Greater equity in library’s public policies, procedures, and spaces; Increased library capacity to provide welcoming public safety services; Increased community awareness of library public safety model and practices; Improved public spaces for library patrons and staff; Improved patron awareness about library data privacy and confidentiality

We provide broad, effective, and equitable access to resources.

Outcomes: Improved patron access to and satisfaction with physical and digital collections, online resources, and public technology

We prioritize sustainability.

Outcomes: Expanded environmentally-friendly practices in library operations; Greater financial sustainability in library operations; Greater efficiency in maintenance processes for library infrastructure; Greater staff engagement with library data for decision-making and storytelling

We support library staff to achieve happiness, well-being, and success.

Outcomes: Improved staff experiences related to peer and supervisory relationships; Expanded opportunities for staff social engagement; Increased access to benefits for staff; Increased transparency and inclusivity in library decision-making for staff

**EQUITY & ANTI-RACISM**

A commitment to equity & anti-racism informs all of our work.

We make every voice and experience count.

Outcomes: Improved library staff diversity; Increased career development opportunities for library staff; Improved library employment brand

Outcomes:

- % pay equity
- % staff satisfaction, engagement, well-being
- % applicant diversity, staff diversity
- # position postings, applicants, hires
- # learning/engagement opportunities and attendees
- # expenditure reports provided
- # approved capital and MFP projects completed
- $ budgeted, spent
- $ expenditure reports provided
- % satisfied, engaged, well-being
- $ equity
- % volunteers, hours, retention
- % open and click rates
- % Google AdWords conversion rate
- # unique oppl.org users
- # library cards issued
- # digital cards, conversions
- # active cardholders, households
- # new cardholder retention
- # Net Promoter Score
- # meetings attended
- # programs, events and attendees
- # program surveys completed, satisfaction
- # participants in SRP, 1000 Books
- # and types of reference interactions, 1:1 tutorials, Learning Labs, Special Collections research contacts
- # public technology use (computers, printers, copiers, Creative Studio)
- # sessions
- # home deliveries, resource deliveries
- # unique SWAN app users
- # print materials distributed (calendars, brochures, postcards)
- # local government, funding (tax dollars, grants, donations), well-maintained buildings, furniture and equipment, IT infrastructure, physical collections (books, DVDs, CDs, magazines, etc.), digital collections (streaming music/movies, databases, e-journals)

**VISION:** To empower every voice in our community.

We share the information, services, and opportunities that fulfill Oak Park’s aspirations.