

1. Roll Call
2. Recognition of Visitors
3. Public Comment
4. New Business
Review Learning Report and develop strategic plan elements with library consultant.
5. Executive Session (if needed) – For the appointment, employment, compensation, discipline, performance, or dismissal of specific employees of the public body or legal counsel for the public body, including hearing testimony on a complaint lodged against an employee of the public body or against legal counsel for the public body to determine its validity.
6. New Business cont.
7. Adjournment

Yorkville Public Library: Board Retreat

Saturday, June 1, 2024

9:00 a.m. to Noon

Prior to the retreat – please review the Learning Report and agenda and come prepared to discuss highlighted areas.

AGENDA

Getting Started	<ul style="list-style-type: none">• Welcome and Setting the Stage• Golden Circle Framework• Planning process timeline / review of agenda / meeting goal
Learning Report	<ul style="list-style-type: none">• Learning Report introduction and context• Discussion about Learning Report<ul style="list-style-type: none">○ Come prepared to discuss:<ul style="list-style-type: none">▪ What was interesting about the Learning Report to you? What stood out to you?▪ What is missing from the Learning Report? What additional information do we need to consider as we are building our strategic plan?▪ What questions do you have about the Learning Report?
Strategic Directions	<p>Come prepared to share: Based on your experience as a Trustee, the Learning Report data, and other data and feedback the library has received from the community, if you were designing the strategic plan, what do you think should be the top three areas of focus (strategic directions) over the next three years? Why did you select those three areas?</p>
Areas of Focus	<p>After identifying possible strategic directions, we'll spend time digging into each with these guiding questions:</p> <ul style="list-style-type: none">○ Why is this area of focus important over the next three years?○ What outcome do we hope to achieve in this area? (Consider specific groups here.) (Possible goals.)○ What will we need to do (keep, stop, start) in order to achieve the results we want?○ How will we know we are making a difference?
Vision and Mission	<p>Brief explanation about the difference between Vision and Mission and how the library will use these statements.</p> <ul style="list-style-type: none">• Vision: What we hope to see in the community if our work is successful. Focused on tomorrow and what we want to become / the influence we hope to have in the community. (short, concise, and aspirational)• Mission: What do we do? Whom do we serve? How do we serve them? Focused on the work we do now to achieve our vision. (a bit longer (but still easily memorized) and more concrete)

	<p>Vision Statement / Strategic Objectives:</p> <ol style="list-style-type: none"> 1. Refine organizational structure and staff development 2. Enhance technology, programs, and availability of services. 3. Focus on community involvement and marketing. 4. Focus on financial stability through alternative funding and fiscal responsibility. 5. Redesign emergency procedures and safety protocols. <ul style="list-style-type: none"> • If the library is successful in achieving key initiatives, what do we hope we will see in the community? Aspirational and reflective of an ideal future we strive to achieve. • What words/phrases help us convey the impact we aspire to achieve in our community? <p>Mission: Nurturing a love of reading and lifelong learning. Providing access to support and resources that will educate, entertain, inspire, inform, and foster a sense of community in all patrons.</p> <ul style="list-style-type: none"> • <i>Check in on current mission as a whole:</i> How do we feel about the current mission statement? What do we like? What could be improved? • What concrete things will we do to propel us to our vision? What does it look like when we are doing our best work? Detail the work we are doing, how we are doing it, and who benefits. • What words/phrases help us convey how we are working to achieve our vision?
Setting Priorities	<ul style="list-style-type: none"> • What's missing? What feels urgent? What's a priority over the next three years?
Next Steps	<ul style="list-style-type: none"> • Wrap up & answer questions • Clarify next steps

Yorkville Public Library Board Retreat - Worksheet

Strategic Planning Timeline

Learn Phase: Community Survey, interviews, community scan, and data and demographics review – resulting in Learning Report	February – May 2024
Dream Phase: Board and Staff Retreat Sessions	May – June 2024
Do Phase: Prepare plan, activity plan, and evaluation framework. Board approval.	June - August 2024

Retreat Agenda

Getting Started: Welcome and Context
Review of Learning Report: Discussion and Questions
Strategic Directions: Narrowing areas of focus
Areas of Focus: Discussion and Input
Vision and Mission: Discuss statements
Setting Priorities: Zoom Out and Focus
Next Steps: Questions and Wrap-up

The Golden Circle



Learning Report Review		
What was interesting about the Learning Report? What stood out?	What is missing? What other information do we need as we plan for the future?	Questions about the Learning Report?

Strategic Directions – What three areas should the library focus on over the next three years?		

TBD Strategic Directions	Why is this area of focus important in the next three years?	What outcome do we hope to achieve in this area? (Possible goals.)	What will we need to do in order to achieve our goals?	How will we know we are making a difference?

VISION	MISSION
<p><i>Current: Vision Statement / Strategic Objectives:</i></p> <ol style="list-style-type: none"> 1. Refine organizational structure and staff development 2. Enhance technology, programs, and availability of services. 3. Focus on community involvement and marketing. 4. Focus on financial stability through alternative funding and fiscal responsibility. 5. Redesign emergency procedures and safety protocols. <ul style="list-style-type: none"> • If the library is successful in achieving key initiatives, what do we hope we will see in the community? Aspirational and reflective of an ideal future we strive to achieve. • What words/phrases help us convey the impact we aspire to achieve in our community? 	<p><i>Current:</i> Nurturing a love of reading and lifelong learning. Providing access to support and resources that will educate, entertain, inspire, inform, and foster a sense of community in all patrons.</p> <ul style="list-style-type: none"> • <i>Check in on current mission as a whole:</i> How do we feel about the current mission statement? What do we like? What could be improved? • What concrete things will we do to propel us to our vision? What does it look like when we are doing our best work? Detail the work we are doing, how we are doing it, and who benefits. • What words/phrases help us convey how we are working to achieve our vision?



Yorkville Public Library

Learning Report

Submitted by Amanda E. Standerfer, MA, MLIS;
Laura Huddleston, MLIS; Cindy Fesemyer, MA, MLIS;
Amy Weber, MLIS

Executive Summary

The Yorkville Public Library launched a strategic planning process in February 2023. As part of the process, the library devoted a significant amount of time listening to community needs and interests to inform and guide the process. This report represents a summary of the data gathered directly and indirectly using various tools and methods from the community and the library's Board of Directors and staff during this phase of the process. Sections in the report include:

- An introduction and context with library usage statistics and trends and community demographics,
- Summary of an environmental scan exercise and SOAR analysis (strengths, opportunities, aspirations, and results) that Board and staff members participated in,
- Summary and analysis of findings from a community survey,
- Highlights from focus groups and interviews,
- Summary and findings of a Board and Staff survey,
- A library sector scan including regional comparisons, and
- An appendix with more complete community demographic data.

Library Statistics

Due to the effects of the COVID-19 pandemic, **many library usage statistics decreased in FY20-21:**

- Total circulation dropped 13% from 94,141 in FY19-20 to 82,240 in FY20-21 as a result of pandemic mitigations. Circulation increased in FYs 21-22 and 22-23, exceeding pre-pandemic rates and reaching 103,499 before falling to 93,153 in FY23-24.

Library visitors decreased 53% between FY19-20 and FY20-21, reaching a low of 30,523. By FY23-24, visits increased to 68,721, a six-year high.

Like circulation and patron visits, library programs and attendance at programs were affected by the pandemic.

- In-person program numbers decreased from 394 in FY19-20 to 174 in FY20-21. Passive programs increased during this time, however; and in-person programs increased significantly beginning in FY21-22. Programs reached 671 in-person and 137 passive programs in FY23-24.
- Passive program participation increased in FY20-21 with nearly 8,000 participating. In-person programs increased in FYs 21-22 through 23-24, reaching 10,419 in FY23-24, a six-year high.



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Usage of in-library technology was affected during the height of the pandemic and after:

- In-library computer use dropped significantly in FY20-21 from 4,433 to 2,179 uses. Uses increased slightly in FY21-22 and remained lower than pre-pandemic levels through FY23-24.

Registered cardholders decreased in FYs 20-21 and 21-22 and then increased in FYs 22-23 and 23-24. FY23-24 cardholders nearly reached the FY18-19 level (5,791) with 5,676 cardholders. Meeting room usage had a decrease in FY22-23, but recovered in FY23-24 with 278 uses; study room usage increased in FY22-23 with 759 uses, but fell to 621 uses in FY23-24. Board room usage climbed to 145 uses in FY22-23 and decreased to 121 uses in FY23-24.

Community Demographics

We reviewed Census and American Community Survey data for Yorkville from 2010 and 2021.

Many community demographics changed between 2010 and 2021:

- The population of Yorkville increased 36% between 2010 and 2021.
- Median household income and average housing values both increased from 2010 to 2021 and exceeded state levels.
- The overall poverty rate in Yorkville in 2021 was just 2.7%; however, 24.9% of Yorkville USD 115 students were identified as low income in 2022.



2021 demographics showed a 17.3% increase in non-White residents in Yorkville since 2010.

2021 demographics showed a 17.3% increase in non-White residents in Yorkville since 2010 with increases in Asian, Black, and Hispanic populations and the populations of those of two or more races.

We also sought to compare racial and ethnic data for the younger residents of Yorkville:

- School district demographics indicated that the school-age populations are more racially and ethnically diverse than the overall city population. 61.4% of students were White in 2022 compared to 68.2% of Yorkville residents reported as White in 2021.
- The largest minority student populations in USD 115 were Hispanic (23%) and Black/African American (8.1%).
- 89.1% of the population ages 5 and over in the township was reported as speaking English only, 7.9% was reported as speaking Spanish, and 7.5% of USD 115 students are English language learners.

The combined percentage of the population holding an Associate's, Bachelor's or graduate/professional degree in Yorkville in 2021 was 69.9%, with 30% of the population age 25 and older reported as having a high school or equivalent level education or less.

Environmental Scan and SOAR Analysis

The library's staff and Board members identified numerous political, economic, social, technology, legal, and library sector issues that could potentially impact the future of the Yorkville Public Library.

Board and staff members indicated political factors such as the polarized environment leading up to the 2024 elections. In the library this manifests as fear of censorship/book bans and the impacts of disinformation and misinformation. Economic factors such as recent inflation, changes in minimum

wage, housing costs, and growth of population were named. Social concerns included socialization for children, new families looking to meet new people, migrant worker needs, and working to have a stronger community overall.

Technology and legal factors such as staying up-to-date on tech advances, first amendment audits and free speech, and ADA and HR laws were discussed; and Board and staff members listed many library sector topics of interest. Expanding library hours, expanding the facility, creating lifelong library habits, and using the library as a warming center and community hub were all mentioned, among other items.

Staff and Board members also identified strengths, opportunities, aspirations, and results (SOAR).

Current strengths included personalized customer service, strong programming, and having a positive reputation in the community. Opportunities discussed included adding more study and meeting room spaces, adding a Makerspace room, increasing library presences with the schools, opening a coffee shop/café, assuring competitive wages for staff and increasing outreach and promotional efforts.

Aspirations for the library and community centered on increased awareness of what the library offers to the public with the aim that people in the community will be engaged, have a habit of reading, and will think of the library when they need resources or support. Board and staff members hope the results of the library's work in the community will include a community that is connected, with local businesses that are supported and people who know they can rely on the library.

Community Survey


A total of 240 individuals completed a community survey in January and February 2024 representing 1.1% of the library's 2021 service area of 20,053 residents.

Satisfaction:

- **83.33% of survey respondents indicated they are very satisfied or satisfied with the library overall.**
- They rated highest satisfaction with the library's customer service, atmosphere, and building.

Library Services:

- When asked about what they most value in services, respondents rated traditional library services most highly, including physical materials and getting help from library staff.
- Respondents shared services they are most comfortable using: checking out materials at the circulation desk and asking for help finding materials in the library.
- Respondents indicated they are least aware of wireless printing, accessing museum passes, and homebound delivery.



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They also shared things that they like about neighboring libraries, such as: larger selection in collections, children's section organized by topic with face-out books, larger eBook selection, easier parking, and storytimes in Spanish.

Finally, 54% of respondents indicated they learn about what is going on at the library from the library's website, and 49% indicated they learn about the library from Facebook.

Focus Groups and Interviews

Community focus groups and one-on-one interviews complement the community survey by engaging diverse communities and digging deeper into community aspirations and challenges. Library staff members brainstormed an extensive list of potential interviewees and focus group participants; those lists were refined to include participants for the two focus groups (with 14 participants) and seven one-on-one interviews.

Top COMMUNITY ASPIRATIONS from Community Focus Group Discussions and One-on-one Interviews

Common themes include:

1. Investment in various community development efforts
2. Physical and emotional safety for all
3. Being mindful of diversity and inclusion needs
4. Growing the local economy
5. Increased community engagement efforts
6. Increased civic engagement efforts
7. More effective communication channels
8. Recreation and learning activities for all

Top LIBRARY ASPIRATIONS from One-on-one Interviews


Common themes include:

1. Strong community engagement and outreach efforts
2. Nimble and adaptable services and programming
3. Keeping up on digital literacy trends
4. Optimized physical space
5. Advocating for adequate staffing levels
6. Keeping an eye on long-term sustainability

Board and Staff Survey

In April 2024, 29 Board and staff members completed a survey to provide additional input beyond that gathered in the Environmental Scan and SOAR analysis. **Respondents are proud of the library's hard-working and dedicated staff, the library's impact in the community, and the patron-centric culture of service at the library.**

They feel the library is good at programming, provides collections that represent patrons, and staff are creative and friendly. Of most importance to the future of the library, respondents indicated updating technology for the staff, staff training, and staff



Of most importance to the future of the library, respondents indicated updating technology for the staff, training for staff, and staff wages and benefits.

wages and benefits. They also indicated high importance for attracting more customers and increasing community engagement, marketing and promotion of the library, and updating technology for patrons.

Board and staff members shared many suggestions for how the library can carry out the things they feel are important to the future of the library such as: cross-training staff, increasing wages, adding streaming services, and expanding connections with schools. Staff asked for improved tech at the front desk, more communication on library happenings for part-time staff, and addition of staff for more outreach.

Board and staff members shared many community needs and ways the library might better serve patrons, including but not limited to: the addition of library outreach to low-income areas, more tech for checkout, providing mental health programming and resources, increased marketing and promotions, longer hours of operation, and more evening and weekend programming. Finally, Board and staff members indicated hopes for increased staffing to meet the growing needs of the community, updates to all technology hardware, increased community partnerships, and many changes to the building including more study spaces, a café, a sensory room, and a larger teen space.

Library Sector Scan

Yorkville Public Library's location in the southwest suburbs of Chicago finds it geographically near to many other public libraries. **We considered ten specific library services and five IMLS data points (from 2021, the most recent available) for seven neighboring libraries and compared them to each other and to Yorkville.** Of the ten library services reviewed, YPL offers four: voter registration, wireless printing, a library of things, and 1,000 Books Before Kindergarten. The average number of the considered services across the cohort was 5.4/10, so YPL fell a bit below the average. In addition to these comparisons, we also reviewed some "unique" services offered by the regional cohort libraries.

Among the IMLS data points considered were population served, 2021 revenue and expenditures (total and per person), and FTE paid staff (total and per 1k residents). Yorkville had the third highest operating revenue in 2021 (\$1,749,406) in the comparison cohort but had the third lowest operating expenditures (\$808,574) and third lowest expenditures per person (\$47.79). Yorkville had the third lowest FTE staff of the cohort at 11.2, but the YPL total paid staff per 1k residents fell in the middle of the pack at 0.7.

In addition to the comparison of ten specific library services across the cohort, we provided information on some national library trends including examples of inclusive collections for children on the autism spectrum, services that target older adults, "One Book, One City" programs, out-of-the-box community outreach, and examples of those with a strong commitment to data and learning.

Overall Themes

- The population in Yorkville is growing quickly, and the diversity of the population is also increasing. Community survey and Board/staff survey responses indicated the desire for increased operating hours while also adding services and programs at different times of the day and week.
- Competitive staff wages alongside the need for increased staffing levels were both concerns raised by Board and staff members, and focus group and interview participants also voiced concern for maintaining adequate staffing levels. Staff members also noted the desire for

additional cross-training in order to more easily cover desks and tasks when a staff member is absent.

- All community and Board/staff feedback indicated the need for increased marketing and promotion of library services to raise awareness of all the library offers.
- The library sector scan showed there are opportunities to add some services that would meet community and library needs, e.g., notary service, online room reservation, Mango language learning platform.
- Board and staff survey respondents as well as focus group and interview participants indicated the need to optimize physical space usage. Staff indicated strong interest in a dedicated makerspace, a café, and additional study rooms, among other possibilities.

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Introduction

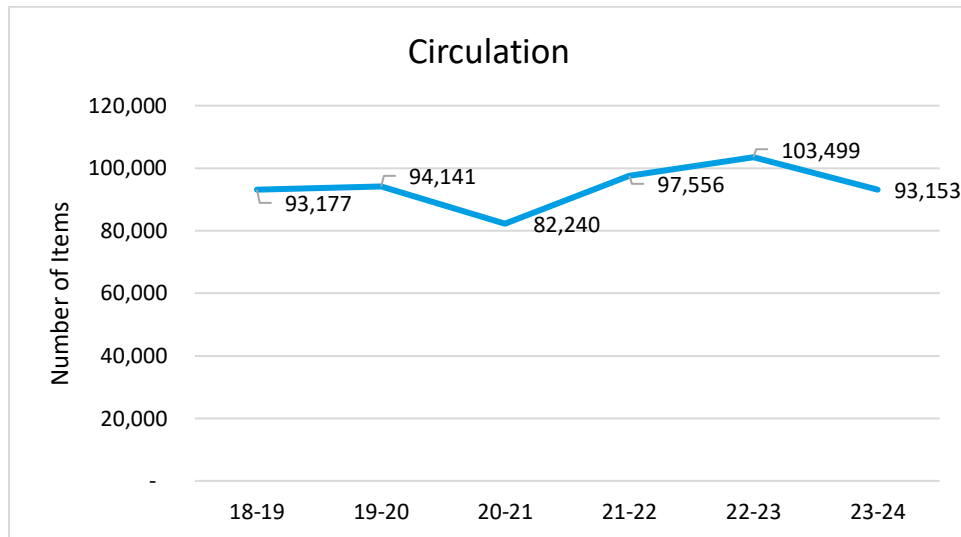
The Yorkville Public Library serves more than 20,000 residents in the city of Yorkville, IL, a southwest suburb of Chicago which serves as the county seat for Kendall County. In operation for over 100 years, the library became a city library in 1965 and has been housed in three different locations over the years. An expansion to the current building at 902 Game Farm Road was completed in 2007.

The library holds a collection of around 70,000 physical items and offers patrons access to approximately 120,00 more digital items available through a variety of platforms and research databases. Technology for use in-house and for check-out includes computers, laptops, and hotspots. The library also hosts a wide variety of programs and events for all ages with thousands of participants each year. Patrons can utilize the library for local history and genealogy research as well as access to meeting rooms, study spaces, and wireless printing.

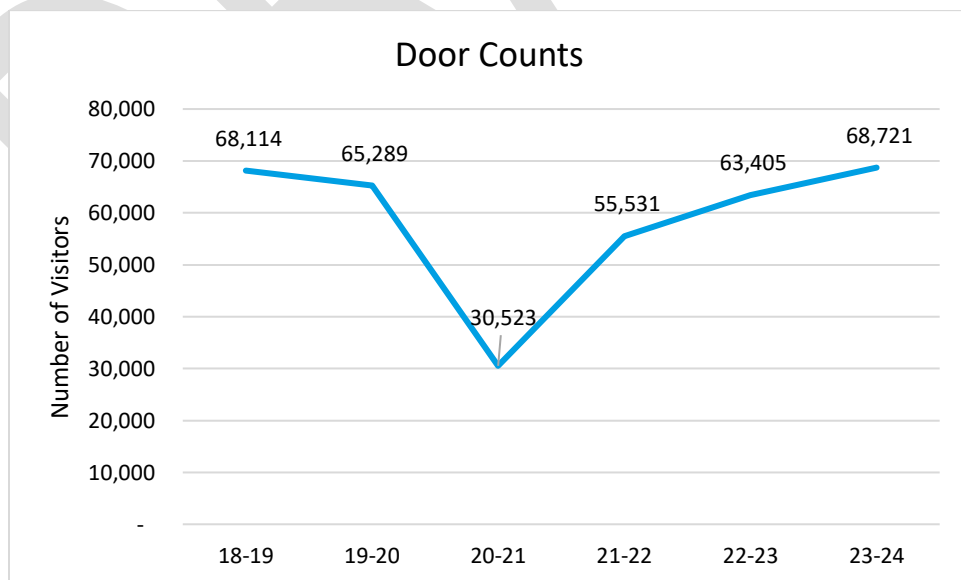
The library is governed by a Board of Trustees with 9 appointed members who oversee the library's strategic operations.

Library Data

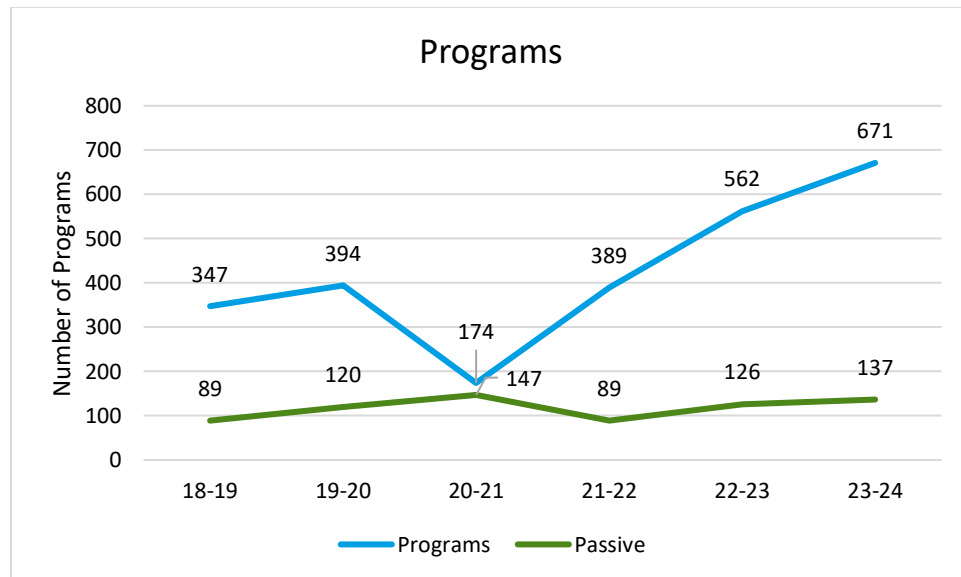
Like most public libraries, Yorkville Public Library had a decrease in many statistics during the height of the Covid-19 pandemic. Circulation decreased 13% in FY20-21 prior to increasing in FYs 21-22 and 22-23. Circulation decreased 10% in FY23-24, falling to 93,153 from a six-year high of 103,499.



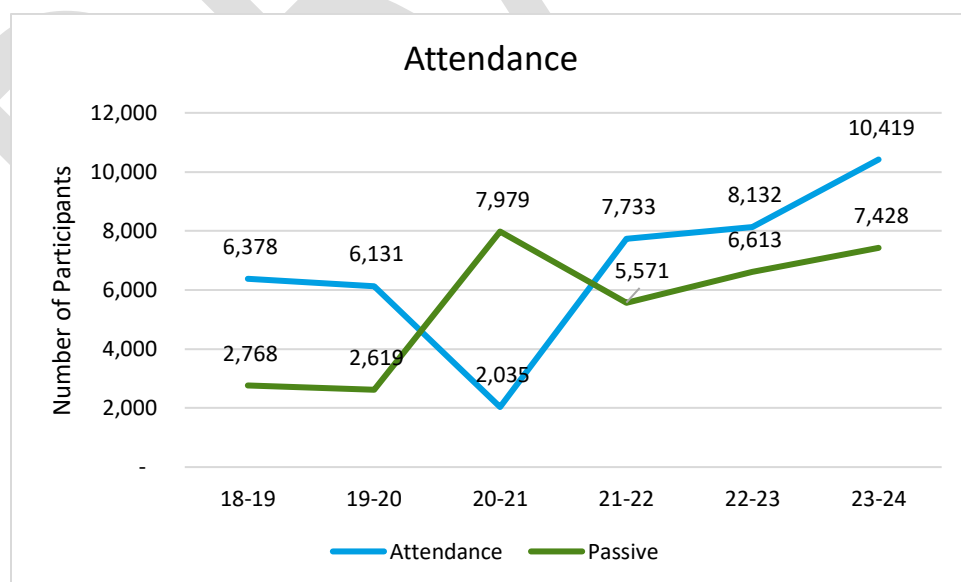
Door counts decreased significantly to 30,523 visitors in FY20-21 and then increased steadily through the next three fiscal years, reaching 68,721 in FY23-24, the highest number of visits over the past 6 fiscal years.



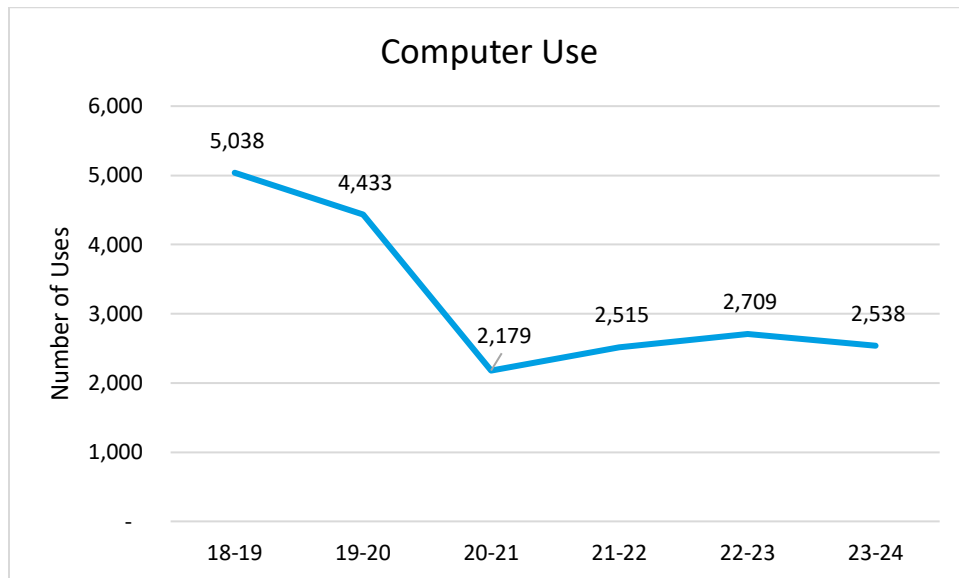
The number of in-person programs offered at the library decreased in FY20-21 before increasing a great deal in the following three fiscal years. In FY23-24, programs reached 671, a six-year high. Passive programs increased slightly during the height of the pandemic reaching 147, and then decreased some in FY21-22 before increasing again in FY22-23 and FY23-24.



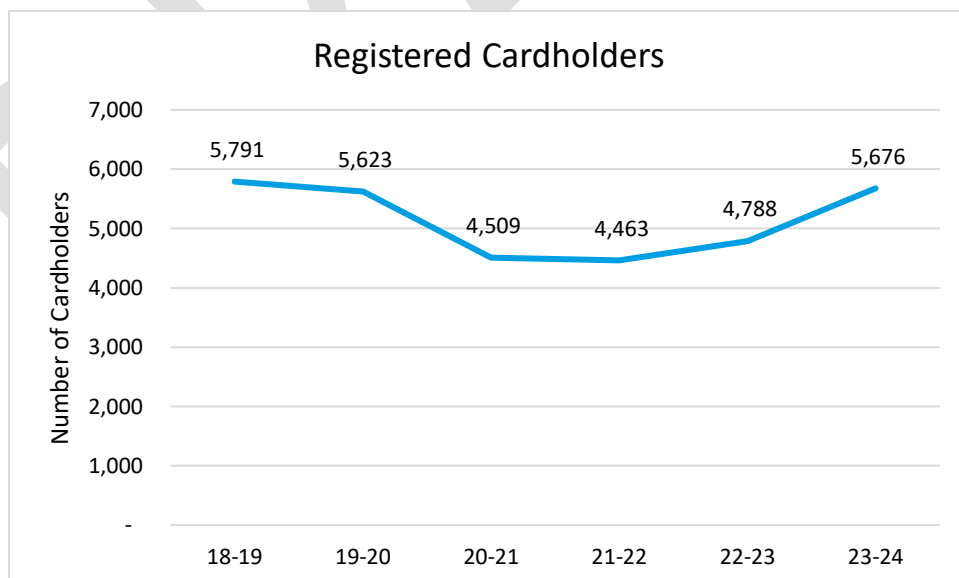
Attendance and participation in programs decreased for in-person programs and increased for passive programs during FY20-21. In FY21-22, in person programs increased significantly and continued to climb and outpace pre-pandemic levels with 10,419 programs in FY23-24. Passive programs declined some after FY20-21 but increased again in FY23-24 to reach 7,428.



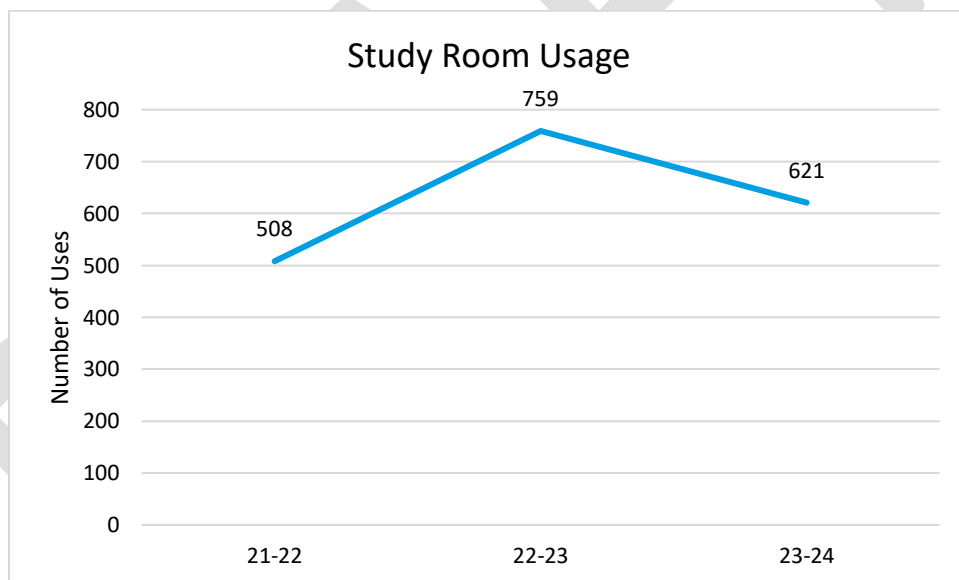
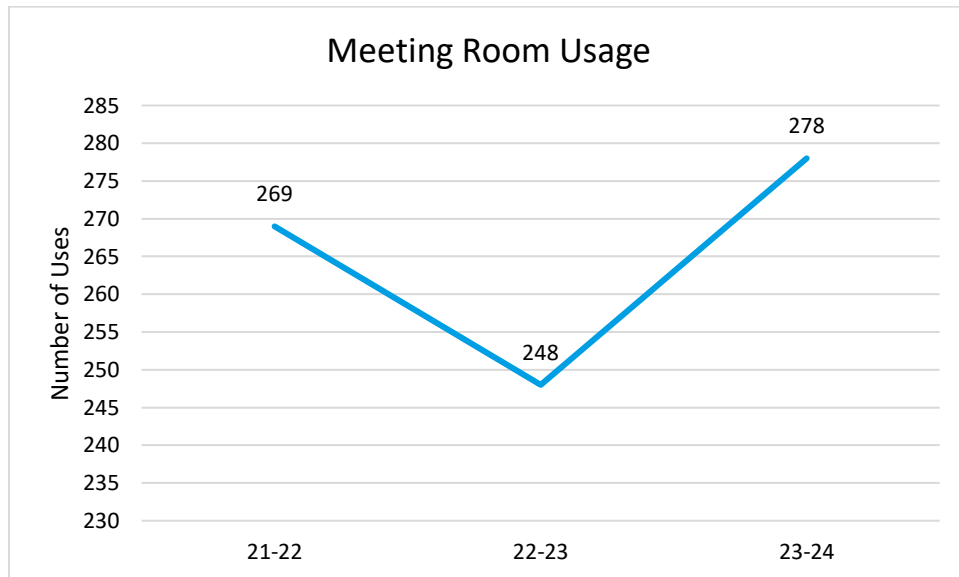
Computer use in the library decreased 57% from FY18-19 to FY20-21. Following this, usage increased slightly over the next three fiscal years but remained much lower than pre-pandemic levels from FY18-19.



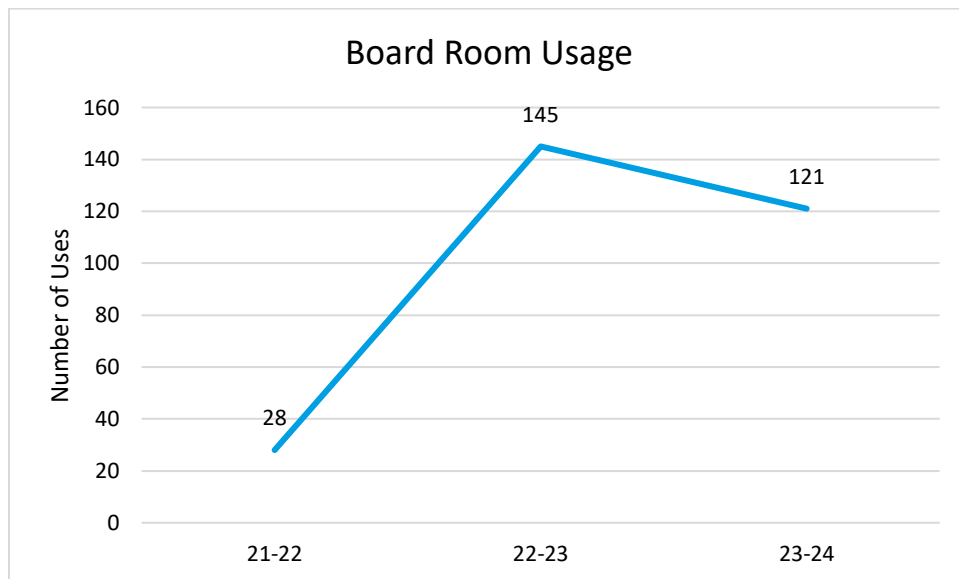
The number of registered cardholders dipped from 5,791 in FY18-19 to 4,463 in FY21-22. Subsequently, the number of cardholders increased to 5,676 in FY23-24, just 115 under the FY18-19 number.



Meeting room usage dipped to 248 in FY22-23 and then increased 12% to 278 uses in FY23-24. Study room usage increased 49% to 759 uses in FY22-23 and then decreased to 621 in FY23-24.



Board room usage increased significantly in FY22-23, from 28 uses in FY21-22 to 145 uses, and then declined to 121 uses in FY23-24.



Community Data

The population in Yorkville increased 36% between 2010 and 2021. During the same period, median household income increased 28% and average housing values increased 1.6%. The percent of those living below the poverty level increased 1% but remained very low at 2.7% in 2021.

US CENSUS DATA	US 2021	IL 2021	Yorkville City 2010	Yorkville City 2021
Population	329,725,481	12,821,813	15,065	20,503
Median Age	38.4	38.5	36.9	34.5
Median Household Income (in \$)	69,021	72,563	82,007	105,129
Homeownership	64.6%	66.5%	80.5%	80.9%
Housing Value (Owner-occupied, in \$)	244,900	212,600	256,800	261,000
Below Poverty Level	12.6%	11.8%	1.7%*	2.7%

*2012

Racial and ethnic diversity increased in Yorkville from 2010 to 2021 with the percent of those identified as White alone decreasing 17.3%. The percent of Black/African American residents grew 9.1% and Hispanic residents increased 7.9%. There were also small increases in Asian residents as well as those identified as two or more races and American Indian/Alaskan native.

US CENSUS DATA	US 2021	IL 2021	Yorkville City 2010	Yorkville City 2021
Total Population	329,725,481	12,821,813	15,065	20,503
White alone	68.2%	67.8%	85.5%	68.2%
Black or African American alone	12.6%	14.1%	2.4%	11.5%
American Indian and Alaska Native alone	0.8%	0.3%	0.0%	0.7%
Asian	5.7%	5.7%	1.6%	3.5%
Native Hawaiian and Other Pacific Islander alone	0.2%	0.0%	0.0%	0.0%
Some Other Race alone	5.6%	6.2%	2.4%	2.1%
Two or More Races	7.0%	5.8%	1.6%	4.0%

US CENSUS DATA	US 2021	IL 2021	Yorkville City 2010	Yorkville City 2021
Total Population	329,725,481	12,821,813	15,065	20,503
Hispanic Population	18.4%	17.5%	9.4%	17.3%

The percent of residents who were indicated as speaking English only in 2021 was just 0.8% lower than 2010. Those speaking Spanish made up 7.5% of the population ages 5 and over, and those speaking Indo-European languages made up 3.3%. There was a small increase in those who speak English “less than very well,” from 2.5% to 4.4%.

US CENSUS DATA	US 2021	IL 2021	Yorkville City 2010	Yorkville City 2021
Population 5 years and over	310,302,360	12,076,132	13,998	19,389
English Only	78.3%	76.8%	89.9%	89.1%
Spanish	13.3%	13.5%	7.5%	7.5%
Other Indo-European languages	3.7%	5.6%	1.4%	3.3%
Asian/Pacific Islander languages	3.5%	3.0%	0.9%	0.1%
Other languages	1.2%	1.1%	0.4%	0.0%
Speaks English less than "very well"	8.2%	8.5%	2.5%	4.1%

Demographics for Yorkville CUSD 115 in 2022-23 indicate a higher percentage of Hispanic students (23%) as compared to the percent of Hispanic residents in the City of Yorkville (17.3%). Other differences include 7.5% English language learners (compared to 4.1% of residents who speak English less than very well) and 24.9% low-income students (compared to the 2.7% poverty rate in the City).

IL SCHOOL REPORT CARD DATA	Illinois 2022 - 2023	Yorkville CUSD 115 2022 - 2023
Hispanic	27.2%	23.0%
Black	16.6%	8.1%
Asian	1.3%	2.3%
Two or More Races	1.9%	4.9%
White	46.4%	61.4%
English Language Learners	13.7%	7.5%
Low Income Students	46.5%	24.9%

Some rates of educational attainment in Yorkville residents age 25 and older changed from 2010 to 2021. The percent of residents who hold a Bachelor's degree increased 6.4% while the percent of those holding a graduate/professional degree decreased 2.1%. Those with some college or an Associate's degree remained steady, increasing only 0.1%, and those holding a high school or equivalent degree decreased just 0.5%. Only 4.2% of residents hold less than a high school degree, lower than state and national levels.

US CENSUS DATA	US 2021	IL 2021	Yorkville City 2010	Yorkville City 2021
Population 25 years and older	225,152,317	8,764,878	9,663	13,531
Less than High School graduate	11.1%	10.1%	8.1%	4.2%
HS or Equivalent	26.5%	25.4%	26.3%	25.8%
Some College or Associate's Degree	28.7%	28.3%	35.7%	35.8%
Bachelor's Degree	20.6%	21.8%	19.6%	26.0%
Graduate or Professional Degree	13.1%	14.4%	10.2%	8.1%

Environmental Scan

An environmental scan considers the broader context in which an organization exists and identifies key issues that potentially impact the future of the organization. To kick off the library's strategic planning process, elements of the environmental scan were identified during sessions with staff and library Board members in March 2024 and are summarized below.

Political	Economic	Social
<ul style="list-style-type: none"> • Book bans • 2024 elections • Political divide/polarized • Extreme views • People attending local Board meetings with these views, people pushing these agendas • Free speech rights • School Board removed a book from their curriculum • Disinformation and misinformation • ALA data on book banning - doubled! • Factionalism • Need to be careful about what we do to avoid criticism, but this is a disservice to our community 	<ul style="list-style-type: none"> • Cost of living • Taxes + Inflation • Fiscal responsibility • Minimum wage • Interest rates • Food insecurity and high price of food • Increased costs • Homeless, lack of services (less successful post-COVID) • Increase in housing, affordable housing • Growing community • Growing business community • Non-resident fee can be a barrier for people • Growth of the community, increased demand • Economic impact on available services + being more responsive to community needs 	<ul style="list-style-type: none"> • How to bring people together to have a strong community • People looking for social outlets and social space in a post-covid world • COVID impact on students • COVID and social media has changed how we interact • Hiding behind social media • Everyone is "always on" - we have a 24/7 society • Zoom allows people to be anti-social • Communication goes much more broadly and is not face to face • Nowhere for young people to hang out, so they hang out at the library (teens just waiting for a ride, or are being disruptive) • People may not have funds to put kids in programs (park district), so library is free outlet • Socialization of children • Community has a lot of families that have been there a long time, but newer families are moving in, younger families • Can be hard to get to know people when you are new to the area • Impact of book bans on readers, youth • Migrant workers/refugees

Technology	Legal	Library Sector
<ul style="list-style-type: none"> ● Still a need for books? More e-books and audiobooks ● Schools are changing how they teach because of tech, books on devices ● Digital divide ● Digital literacy ● Need vast technology knowledge to support people ● Rapid changes, it's hard to adjust, overwhelming ● Staff knowledge to be able to provide support ● Differing levels of ability ● Generational use of technology ● Young people using tech in a different way, not using computers as much, more tablets/mobile ● Lack of practice with technology ● Applications are all online, you need computer access ● Everything is an app/through technology ● Technology is a workforce development issue ● Technology has changed the way people work, people "working from home" at the library, need for study spaces ● Must file taxes online ● It's great when it works! ● AI is changing how we do things ● People connect through technology 	<ul style="list-style-type: none"> ● First amendment audits ● Free speech ● Book challenges ● Non-resident fees, state law ● People seeking legal advice, need help navigating legal system ● Privacy ● Library meeting state law ● HR law ● ADA law ● Law is changing ● Librarians being protected under the law 	<ul style="list-style-type: none"> ● Building expansions ● Library having cafe or community space, space to study and work ● Expanded library hours ● Fostering youth literacy ● Creating lifelong habits around reading and literacy ● Meeting community needs ● Business support, business development ● Accessibility ● Renewed interest in reading and the library being a gathering place ● Library is a warming center and community hub ● People have outdated perceptions of the library ● Comparison between libraries, people expecting same services at each library ● Libraries offering so many different things now, very creative ● Libraries offering specific services for different age groups ● Community service hours for teens ● Homeschool population are supported by the library ● BookTok ● Art to check out ● Getting access of different resources in different places (Ancestry) ● Book Clubs ● Social workers ● Staff training ● Library as a safe place ● STEM kits

SOAR Analysis

A SOAR analysis (strengths, opportunities, aspirations, and results) narrows the focus from an environmental scan to consider the organization specifically. This exercise helps identify potential directions to explore during the strategic planning process. SOAR elements were identified during sessions with staff and library board in March 2024 and are summarized below.

Strengths	Opportunities
<ul style="list-style-type: none"> ● Overall: known for being empathetic, welcoming, friendly, and giving personalized + unhurried service to visitors; community gathering spot; connection to the community; responsive to community feedback and family-centric; cozy feel; positive reputation in the community; abundant, clean, good space that's used well; great location relative to the school ● Programming: a lot of programs that other libraries don't offer; 40%+ increase in programming over the last year; Inspired Celebration of Poetry and Art; great partnership with school; great partnership with the school; Friends of the Library - 10+ years, have raised over \$100k, 2 fundraisers a year, book sale, mini golf; partnered with school for fine arts festival, local author fair; art opportunities; received award from the school as a great place to be; great social media presence + online promotion; amazing pre-school programs; increased book clubs ● Access/Outreach: just had 1st anniversary of ELL program (6 languages, 35 students, 12-15 volunteers, meet 8 times a week); offer a lot of programs for different audiences/ages ● Services: AID home - strong connection + provide services for them; services to special needs populations; connecting people to community resources ● Staff: known for being talented, knowledgeable, have good communication, an open-door policy, and go above and beyond to help each other; Sunshine Committee for staff celebrations; always go the extra mile for patrons 	<ul style="list-style-type: none"> ● Relationship To School: increase presence in the school + have a symbiotic relationship to benefit the community; visit schools more often; HS is across the street and they are not a receptive partner in helping solve problems with teens coming after school - find positive solutions; ● Outreach/Promotion: more outreach services, staff to be out in the community, at senior centers, and at community events/festivals; bookmobile; increase visibility/awareness to community members and educate them about the library and its offerings; participating in community events; food pantry ● Programs: more adult programs, especially for working people; supporting the growing homeschool program; more programs for seniors and teens ● Spaces: there's only one meeting room - add on to building/rework flow of building; add more study room/table space for studying; provide spaces for quiet working environments; space for small group work; Makerspace room; expand the Library of Things; cafe/coffee shop to draw people in, including teens (open campus); designated community space sectioned off from the rest of the library; brings in community groups ● Access: changing, growing community demographics + underrepresented populations - how do we make sure we have the programs and materials for them; consider expanding hours of operation ● Updated Tech Offerings: kids all have devices - we can offer more to the community, what we have now is popular; updating all technology;

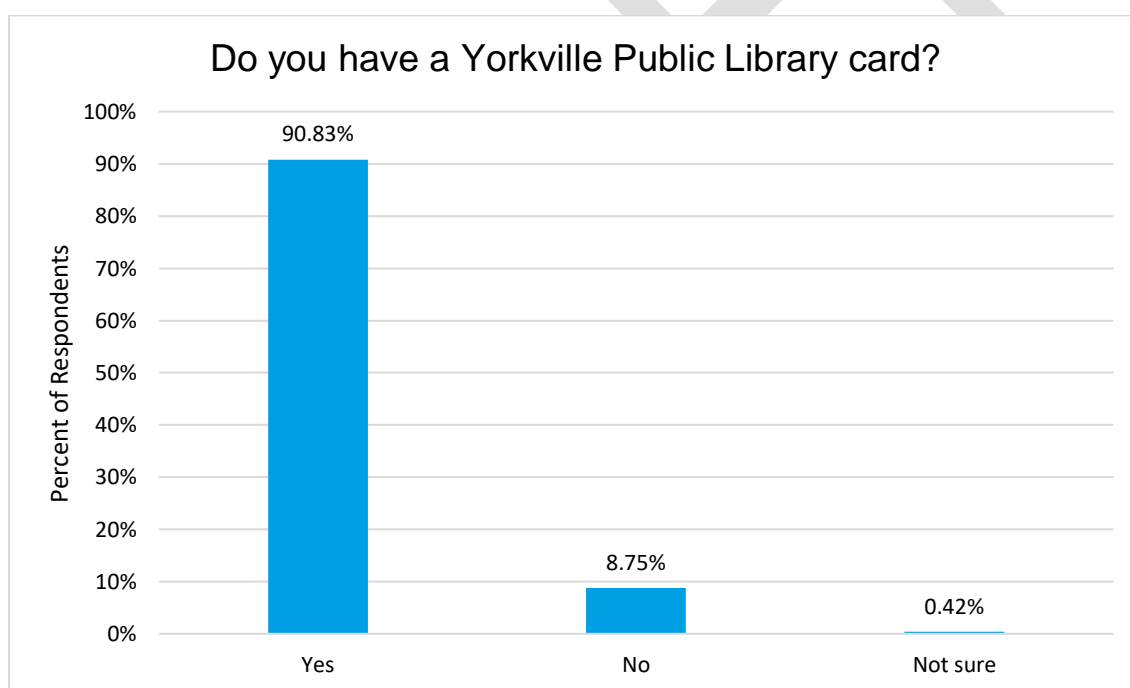
	<ul style="list-style-type: none"> ● Library Advocacy: opportunities for grants; sponsorships from local businesses, fundraisers; media kits to talk about the value of the library; chamber collaboration; potential referendum in the future for operating, educating community about long-term investment in the library ● Staffing: competitive wages, staff retention
Aspirations	Results
<ul style="list-style-type: none"> ● Overall: increased community awareness about the library ● The Community: understands the value of their library card and what that card offers them for the money they have invested; can come together at the library and build relationships there; are abuzz about the library ● The Library: is the first place people think of to go for help; feels like a safe, inclusive space for everyone (LGBTQIA+, homeless, teens, etc.); has what people need; is flexible and evolves to respond to community needs; is good at reaching kids, parents, and seniors -and has expanded its audience to 30s+; provides trending services; is the first place that people go when they come to town; is a place to meet people and get connected; is an influencer in the community and part of a dinner conversation; is supportive; gets more books in peoples' hands; is integrated into the community ● The People: are aware of the what the library has to offer and how it can help; have a habit of reading and a love of the library; value early literacy; engage children and families in early literacy; read for fun and find joy in it 	<ul style="list-style-type: none"> ● The Community: feels the security of library support; is connected to and collaborates with one another through the library; ● The Library: is recognized as a community asset; is connected to the community; is valued; is seen as a hub; attracts everyone; supports local businesses; is a place where you can find what you need; supports everyone's interests; creates a sense of community ● The People: can rely on the library; want to support the library financially; feel confidence to come to the library and ask questions; are connected to each other; create a sense of community; feel cared for and safe, like family; love the library

Community Survey Summary and Analysis

As part of their strategic planning process, the Yorkville Public Library conducted a SurveyMonkey survey to learn more about their patrons' experience with library services, programs, staff, and facilities. A total of 240 individuals completed the survey, representing approximately 1.1% of the 2021 service area population (20,503).

Notes about the survey responses:

- Respondents sometimes note programs or services they want the library to have but are already offered by the library. We have left these comments in the responses. This indicates an opportunity to better communicate about all the library has to offer. In addition, respondents sometimes offer conflicting opinions about what the library should offer or feel strongly about the library offering something that is not feasible due to cost.
- For open-ended questions, responses are summarized and not in any particular order or with any particular weight except where explicitly noted. When analyzing this qualitative data, we hoped to show the breadth of responses provided by respondents.



FINDINGS:

- **90.83% of respondents indicated they have a Yorkville Public Library card.**
- Less than 10% of respondents indicated they do not have a card or are not sure if they have a card.

If you frequently use another public library in the area, please indicate which library and what you like about that library.

Oswego

- Nice kids' play area; location within walking distance to coffee/food/downtown events; more windows; lots of comfortable seating; private study rooms; young adult section is stellar; better hours; offer a lot of programs; multiple copies of popular books; proximity to work; youth programming; open on Sundays; books well organized and easier to find; more kids puzzles and activities; more welcoming; drop-in storytime with songs; toddler times; "like the resources and set up"; great selection of new books; like the downtown branch; youth librarians are engaging and kind; appealing set-up, easy for kids to find books (face-out shelving); larger selection of graphic novels; like the layout; homey; video games for checkout; more books onsite; more youth programs

Plano

- Beautiful building; good selection of books; 10 cents for printing; toddler and preschool storytimes in Spanish; great kids' section – organized by age level and by topics, i.e., holiday books; provide list of books for popular topics, i.e., princesses, superheroes; children's room is away from the front door; Friday evening crochet group; friendly staff; easy to get/order books from other libraries

Streamwood

- Great kids' area; lots of space; things to do for most ages

Geneva

- Like their kids' programs

Plainfield

- Have recent movies; have PBS science, nature, mystery, and drama DVDs; hold items are near the self-checkout (quick access); children's activities

Aurora

- Main branch is very modern; toddler and preschool storytimes in Spanish; the amount of resources; on my way to work; video games and DVD rentals (free)

Sheridan

- Book club

Sugar Grove

- Audio and video recording spaces

Joliet

- Youth programming; wide selection of new release romance books

Batavia

- Automated checkout is easy – scans card, no card number and PIN needed; parking is easier

Somonauk

- More toys in kids' area

Romeoville/White Oak

- Has the most free events; trunk or treat, haunted house, and games for Halloween

Dekalb

- Like their events

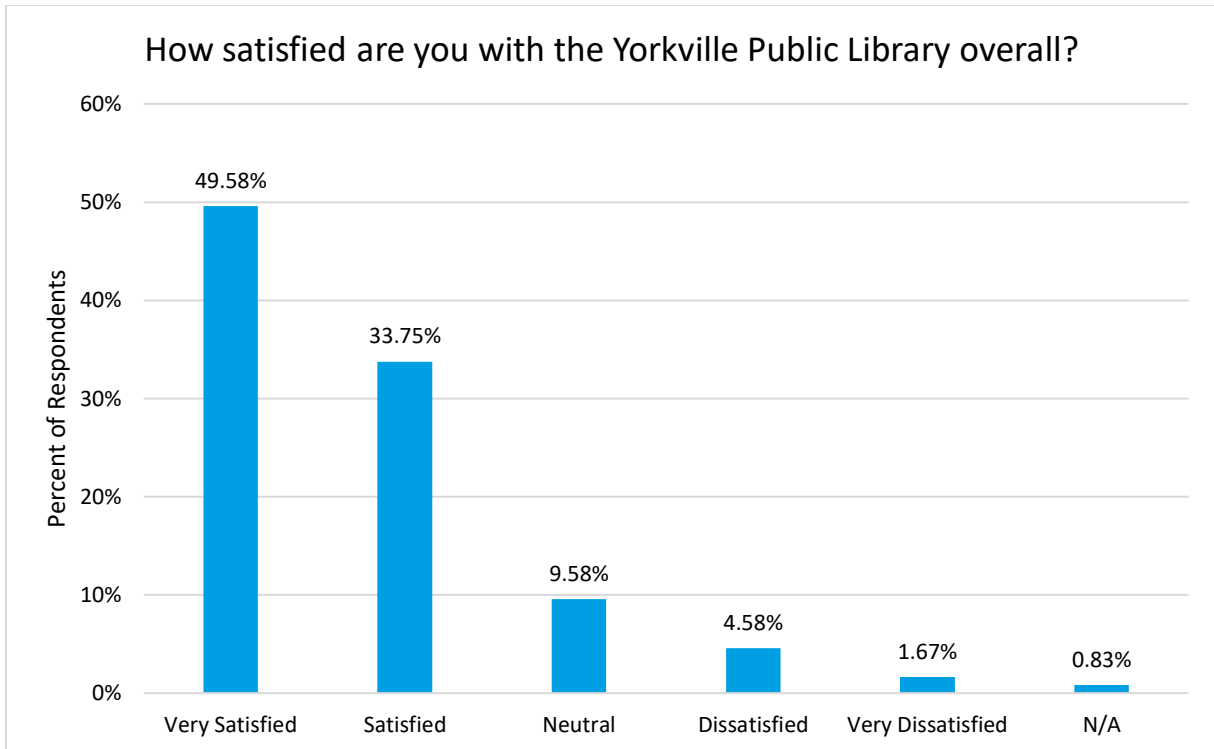
St. Charles

- Part of a larger group for eBooks, better selection

Sandwich

- Monthly game club meetup; like some of the classes

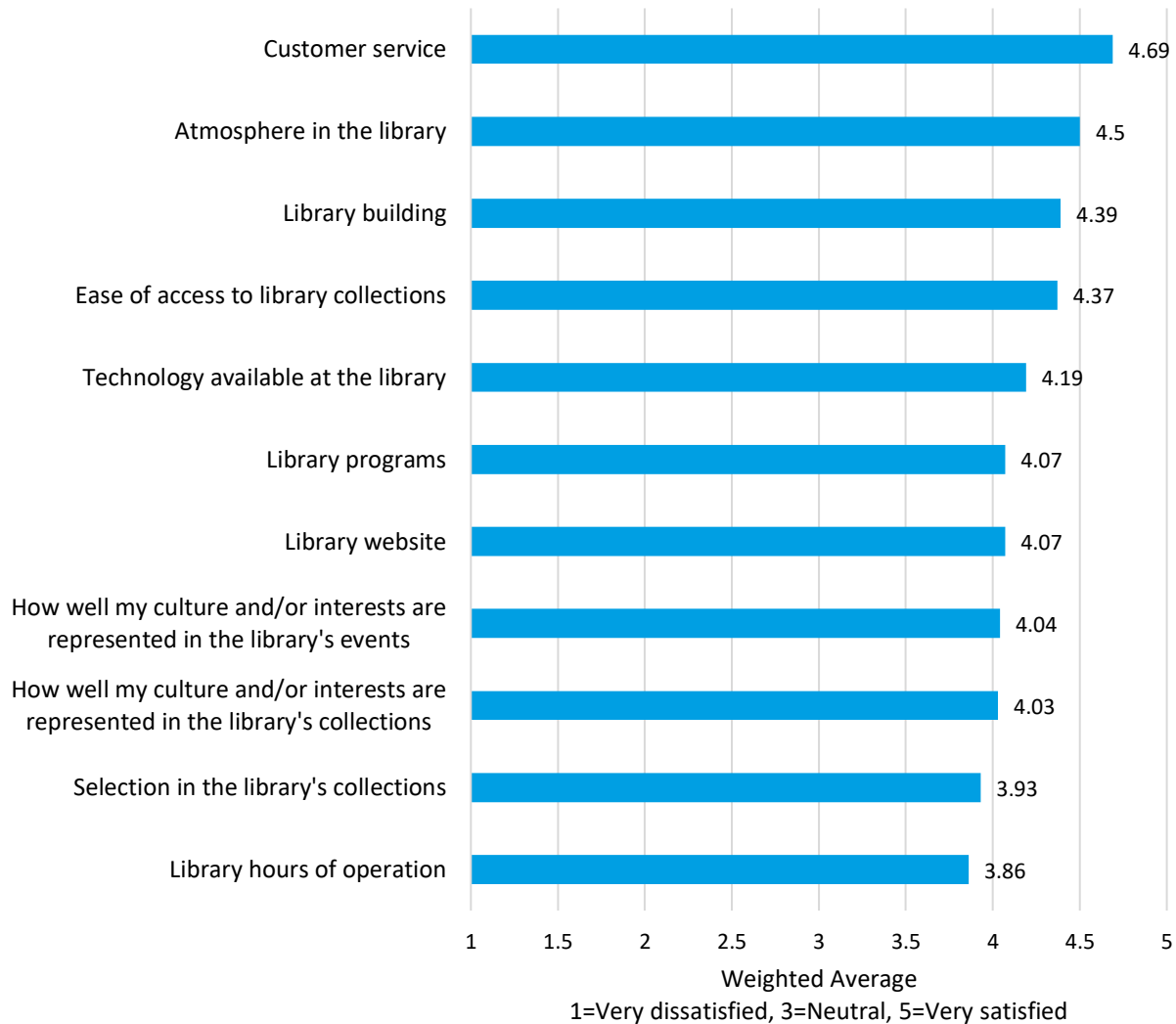
Lockport, Montgomery, Morris – no reasons given



FINDINGS:

- A combined 83.33% of respondents indicated they are very satisfied or satisfied with the Yorkville Public Library overall. Just under one half of respondents (49.53%) indicated they are very satisfied with YPL.
- 9.58% indicated they are neutral, and 6.25% indicated they are dissatisfied or very dissatisfied.

Please rate how satisfied you are overall with the following aspects of the library.



FINDINGS:

- Respondents rated customer service (4.69/5) as the library service they are most satisfied with followed by the atmosphere in the library (4.5) and the library building (4.39).
- Lowest satisfaction was indicated for selection in the library's collections (3.93) and library hours of operation (3.86); however, these each rated near 4 (Satisfied).
- Respondents who indicated they work full- or part-time ($n=154$) rated the library hours of operation slightly lower at 3.72.
- Respondents who indicated they are retired ($n=54$) rated customer services slightly higher at 4.84 and rated all items about 4 (Satisfied).
- Respondents who indicated they live with or care for children under age 18 ($n=107$) rated the library hours of operation at 3.78, the library website at 3.93, and selection in the library's collections at 3.93.

For any items that you clicked dissatisfied or very dissatisfied, what can the library do to increase your satisfaction?

Programs:

- More storytime options; more adult programs; more weekend programs for kids/families; more programs for elementary-aged kids; add daytime programs for kids under 5; more bilingual programs in Spanish for kids; more creative/maker opportunities; more evening and weekend book clubs; more music events

Collections:

- Larger selection of books; more new release books; holds wait time is too long; allow more renewals; more selection of books on Libby; more access to LGBTQ+ books and audiobooks; more books on American History; more family and faith-based books for kids; skill-based books, i.e., "How to...."; more Christian books for adults and kids; group children's collections by topic, i.e., holidays; add books on investing, entrepreneurship, money management; more bilingual Books in Spanish for kids; more conservative materials; updated health and cooking books; increase Spanish language collections; improve adult romance collection; more crafting resources; add board games for checkout; have face-out shelving in children's picture book area; add video games; display holiday books

Services and technology:

- Add activities, i.e., school aged games, etc.; update website and remove dead links; add a digital form on the website to suggest books; make the website easier to navigate; improved computers in children's area

Operations:

- Add Sunday hours; expanded hours in general; expanded evening hours; be open more holidays; expanded weekend hours; allow self-pick-up of holds

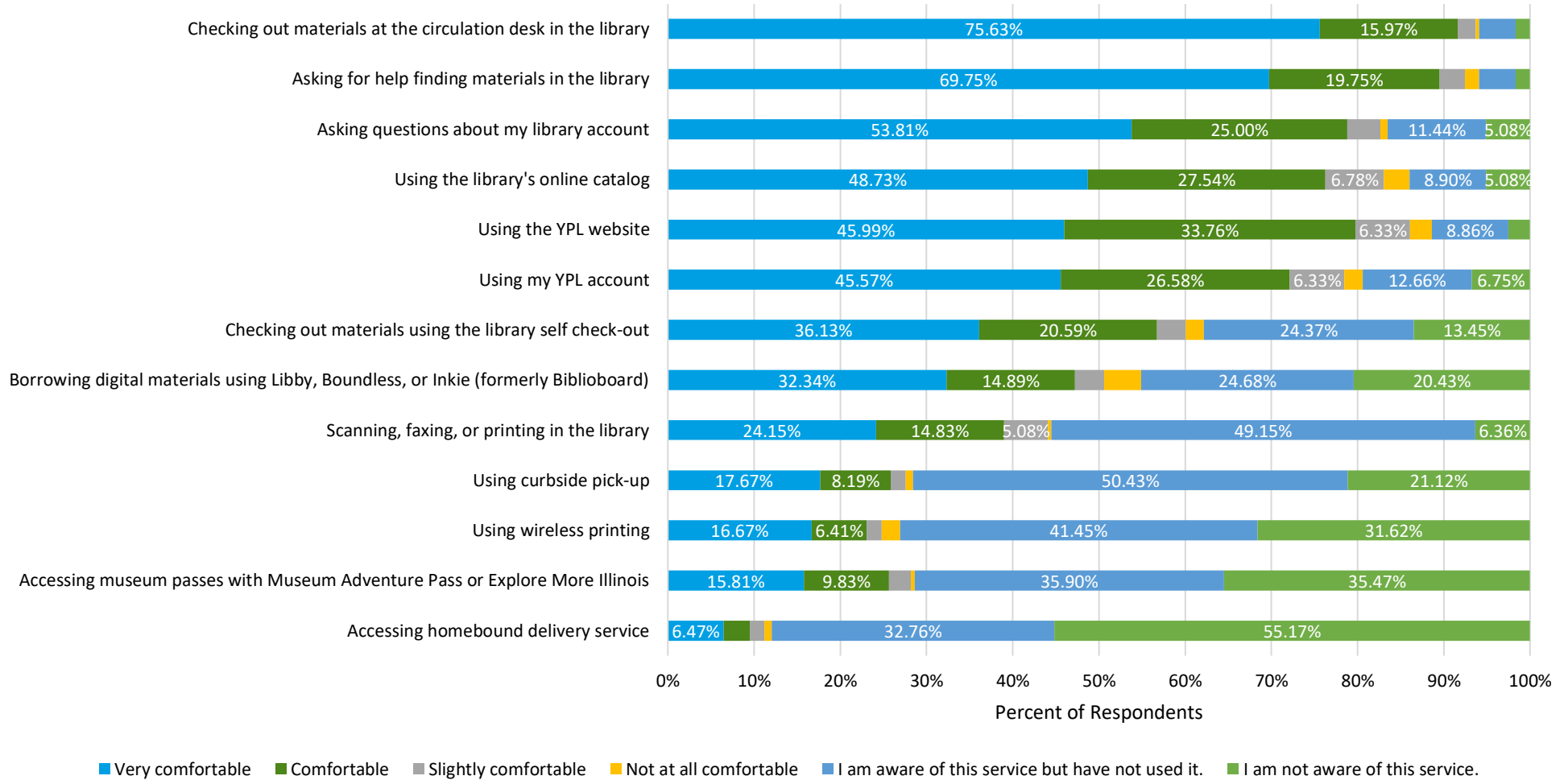
Other:

- Brighten the atmosphere; allow more noise; more study rooms; fix the heat, it is too hot; do not close so frequently for snow/bad weather; greater involvement from community especially in funding support; expand cardholders opportunities for Kendall Township; large group space should be available 24/7 to paying groups; more relaxed children's area atmosphere; updates to the children's area; allow one email to sign up multiple children for programs; add an outside drop box for returns; add a drive-up window for hold pick-ups

Select comments:

- "Having computer systems automatically turn off at close is ridiculous, my 1st grader was trying to check out while I was wrangling the baby."
- "I do wish more of those classes could be drop in, I think we would attend more if it was."
- "Additionally, I love having a story time each Friday but when we have gone it's heavy on reading book after book and less with adding in songs/rhymes/little learning activities and my littles loose interest are less excited about coming to it."
- "You guys are great and we really appreciate having a fun and safe place to come play and learn!"
- "All programs are amazing but I am unable to utilize them as a working parent."

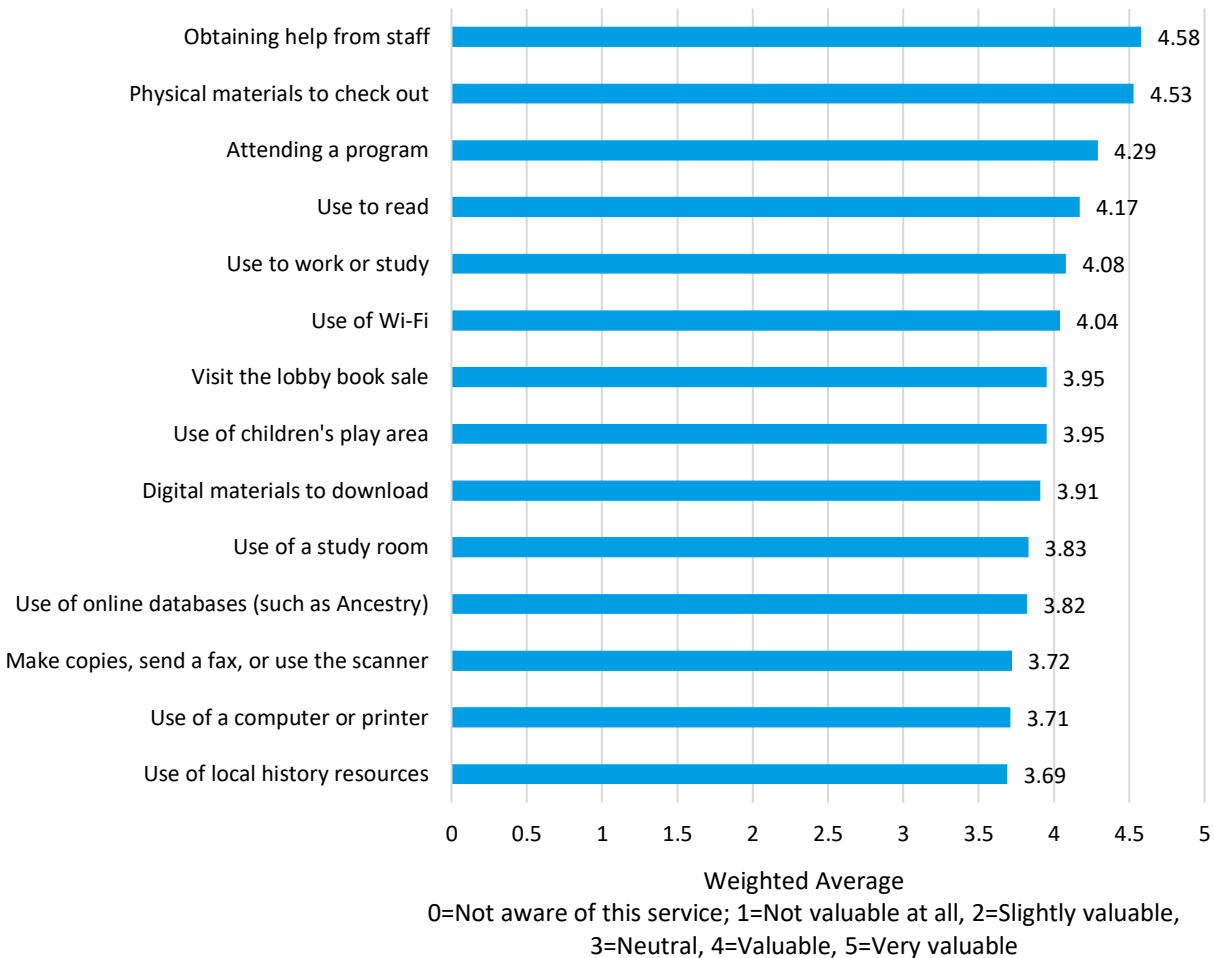
Please rate your comfort level using the following library services.



FINDINGS:

- Respondents indicated they are most comfortable checking out materials at the circulation desk (75.63% very comfortable) followed by asking for help finding materials in the library (69.75% very comfortable).
- Respondents indicated using wireless printing, accessing museum passes, and accessing homebound delivery services as items they were most unaware of.
- 20.43% of respondents indicated they are not aware of borrowing digital materials, and nearly 25% are aware but have not used the service.
- 53.33% of respondents who have children or regularly care for children indicated they do not use curbside pick-up, while 22.86% indicated they are not aware of curbside pick-up. 37.74% of this group indicated they are aware of museum passes but have not used them, and 31.13% of this group indicated they are not aware of museum passes.
- **Other library services that respondents are not comfortable using:**
Using ILL through online catalog, expediting eBook use without waiting for months, 3D printing, online catalog search parameters are difficult, new website isn't as easy to use, better hours/days needed, downloading audiobooks

Please rate the following library services, collections, programs, and spaces in terms of their value to you and your family.



FINDINGS:

- Respondents find the most value in obtaining help from library staff (4.58/5) followed closely by physical materials to check out (4.53).
- Making copies, sending a fax or using the scanner (3.72), use of a computer (3.71), and use of a local history resources (3.69) were rated lowest overall but still rated above Neutral (3).
- Respondents who indicated they have children at home or who care for children regularly rated the children's play area more highly at 4.28 followed by attending programs at 4.25.
- **23.48% of all respondents indicated they were unaware of online databases, and 15.63% indicated they were unaware of local history resources.**

What programs, services, or collections could the library add that would be valuable to you and your family?

Programs:

- National parks; nutrition; physical/emotional health; fitness; grandparent/grandchild programs; sewing; Dungeons and Dragons; video editing; writing; networking; book clubs for adults; local author programs; paranormal; Clarence Goodman programs; crafts for kids; more exercise programs; more senior-related programs; author events; online book group; small concerts; regular/seasonal programs to get families in the library; digital citizenship and media literacy; open mic nights; science workshop; career fairs; game nights; coding for kids and teens; homesteading; more community discussions and demonstrations; financial topics; programs for infants, toddlers; yoga; wills, trusts; gardening; tutoring; program partnership with District 115 and preschool for all program; youth chess club; more programs for 10-13 year olds; more teen programs; cooking for kids

Services:

- Automatic holds for preferred authors; better app; better technology; better notification for ready eBooks on Libby; more eBook platforms; genealogy; 3D printing; CAD; software licenses and workshops; more study rooms; guaranteed prizes for summer reading (not just raffle tickets); apps like Mango; resume and career assistance; makerspace

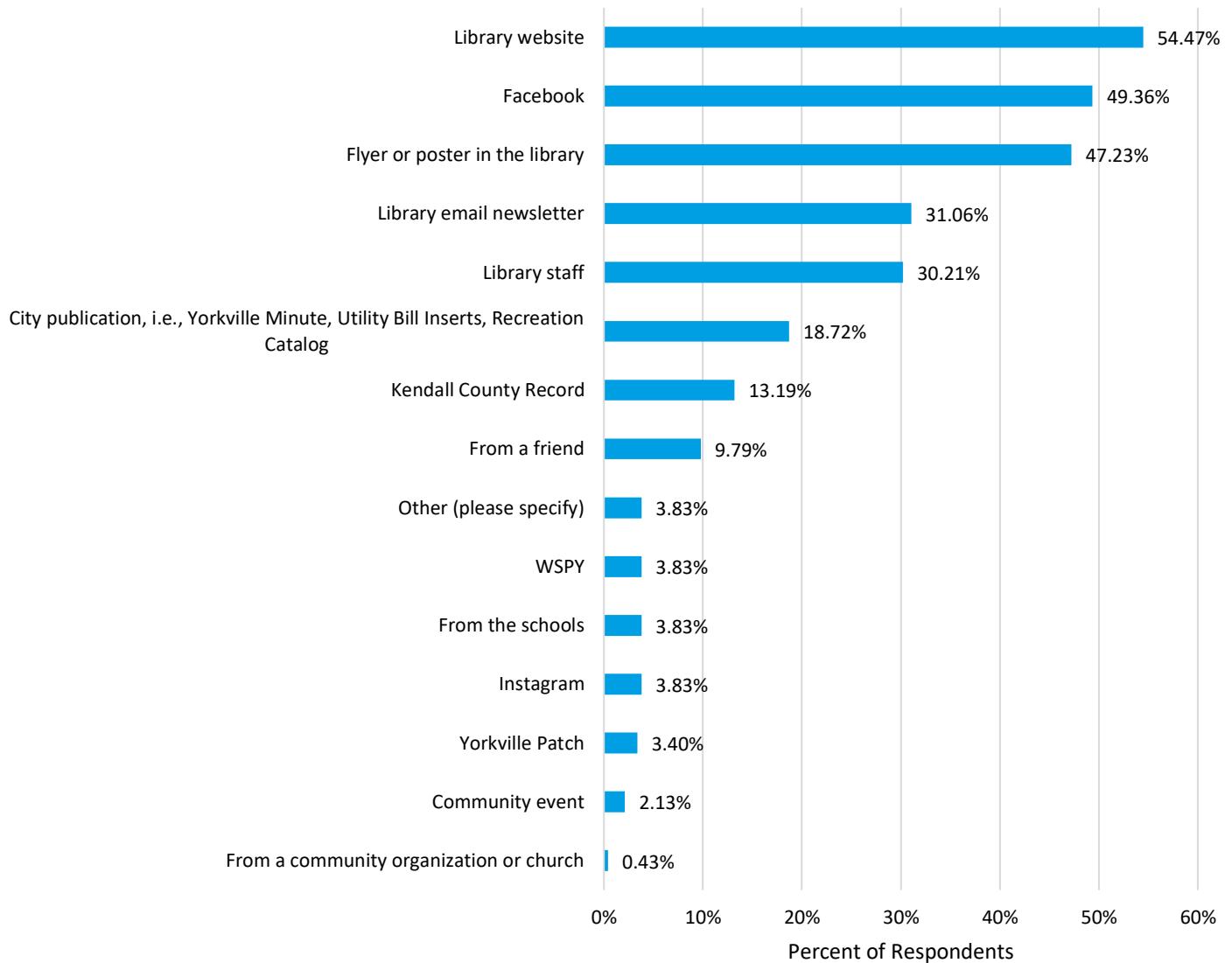
Collections:

- Christian fiction and romance should have their own sections; retirement resources; add Kanopy; tool library, i.e., sewing machines, drills; more spicy romance collections; historical fiction for kids, i.e., "I Survived"; more Christian nonfiction selections; large print; current periodicals and newspapers; heart healthy cookbooks; more new releases; library of things with crafting machines, small appliances; more graphic novels and comics in adult section; more LGBTQ+ books; video games for Switch, Xbox, PS; Braille books for kids; homeschool curriculum resources; early readers aligned to the science of learning to read; Star Wars novels; playaways and STEAM kits for older children

Other:

- More LGBT inclusion, maybe during Pride month; less reading space and more spaces for school aged activities/games; cheaper rates for unincorporated library cards; free public meeting room; better marketing outside of the library; more community engagement; more innovative fundraising; larger children's section

Where do you learn about what is going on at the library?



FINDINGS:

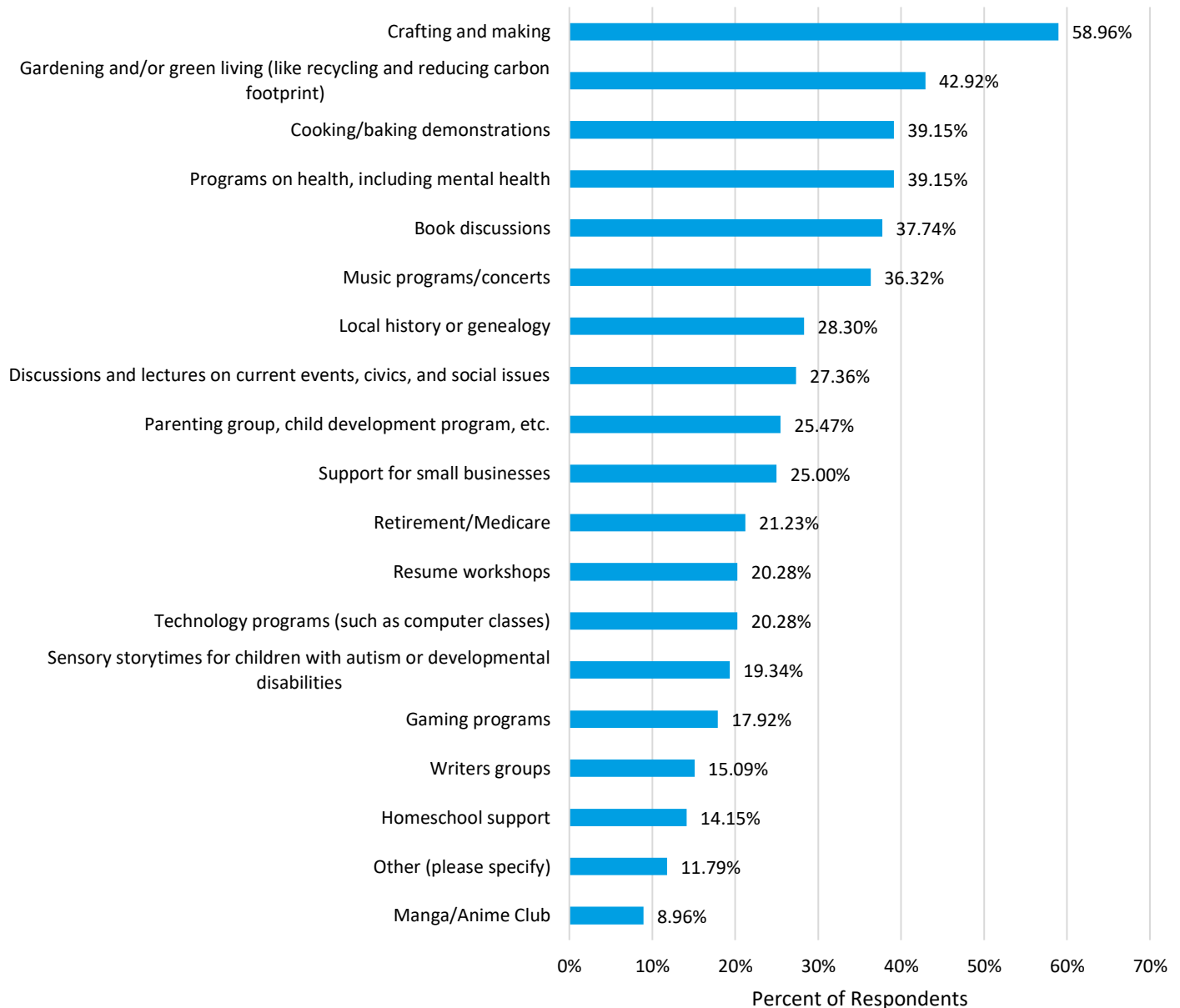
- **54.47% of respondents indicated they learn about what is going on at the library through the library's website.**
- 49.36% indicated they learn about the library from Facebook, followed by 47.23% who indicated they learn about the library through flyers/posters in the library.
- 31.06% of all respondents indicated they learn about the library from the library's newsletter followed closely by library staff (30.21%).
- **65.09% of those who have or care for children indicated they learn about the library through Facebook, compared to 24.53% of retired respondents.**
- Other: Heritage Woods; would like email newsletter; staff is friendly and helpful; brochure for adult programming; utility bill inserts

How do you prefer to get communications from the library?

Top 17 answers shown below. The word "email" was indicated by 107 respondents followed by text (25), Facebook (23), website (19), and newsletter (12).



What program topics would you like to see the library offer? (Check all that apply.)



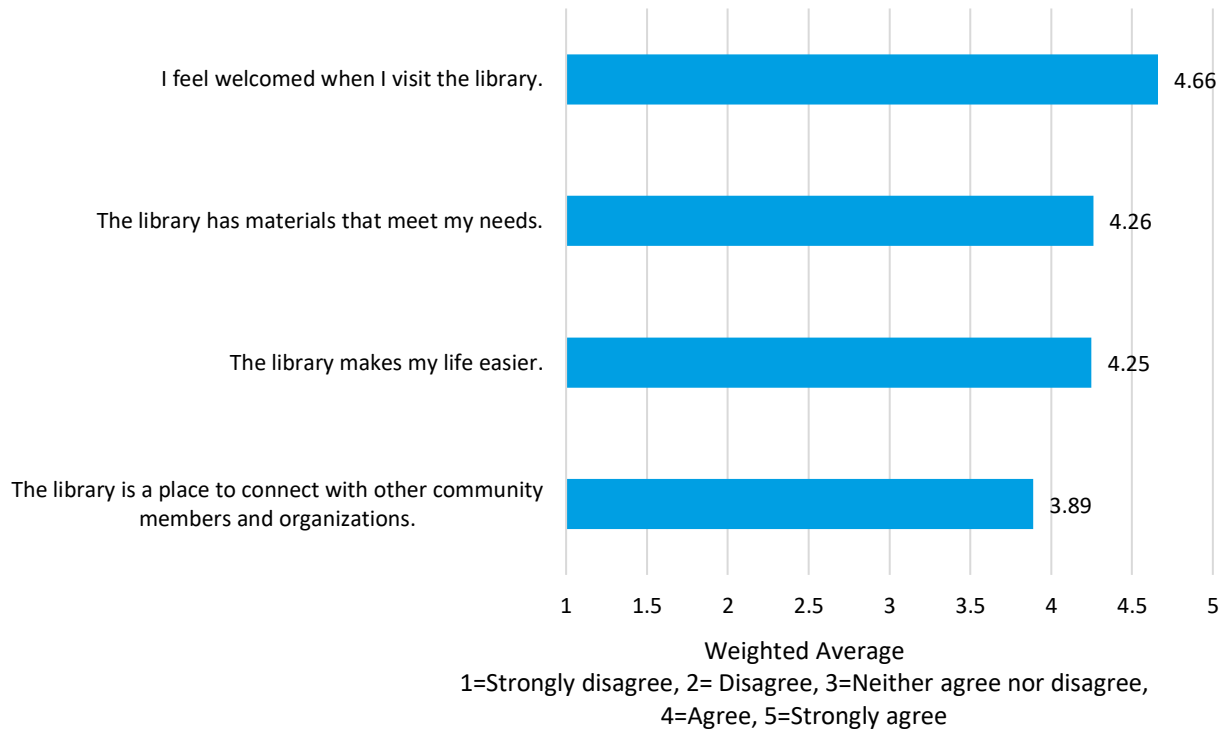
FINDINGS:

- **Crafting and making were the topics of most interest to respondents (58.96%) followed by gardening/green living (42.92%) and cooking/baking and programs on health (each 39.15%).**
- Of least interest were homeschool support (14.15%) and manga/anime club (8.96%).
- **47.67% of retired respondents indicated interest in retirement/Medicare programs. 44.44% of this group also indicated interest in local history/genealogy programs.**

Other (please specify)

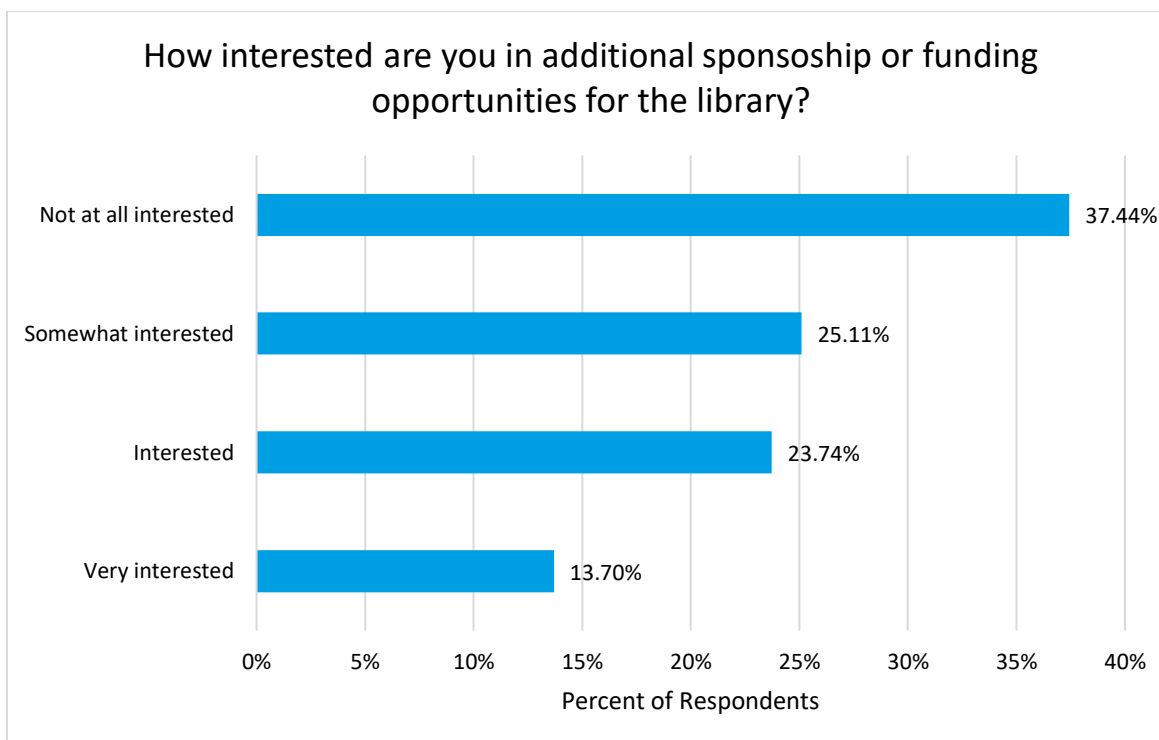
- Nutrition
- Exercise/fitness
- Parks/Forest Preserves
- Kids' events with movement
- Chess club
- Support for LGBTQIA+ youth
- Programs for pre-teens
- Special speakers, i.e., veterans
- College information
- Media literacy
- Parenting in a digital age
- Coding club
- Pokémon club
- Farmers market
- Craft show
- Resume reviews by appointment
- Writers group
- Career development
- Skill-building, i.e., AI, VR
- Cultural events
- Board game groups
- Plant-based diet information
- Author visits
- Supporting unhoused population

Please indicate your level of agreement with the following statements.



FINDINGS:

- Respondents indicated strong agreement with the statement “I feel welcomed when I visit the library” (4.66/5).
- Lowest agreement was indicated for “The library is a place to connect with other community members and organizations” at 3.89, however this was rated near 4 (Agree).

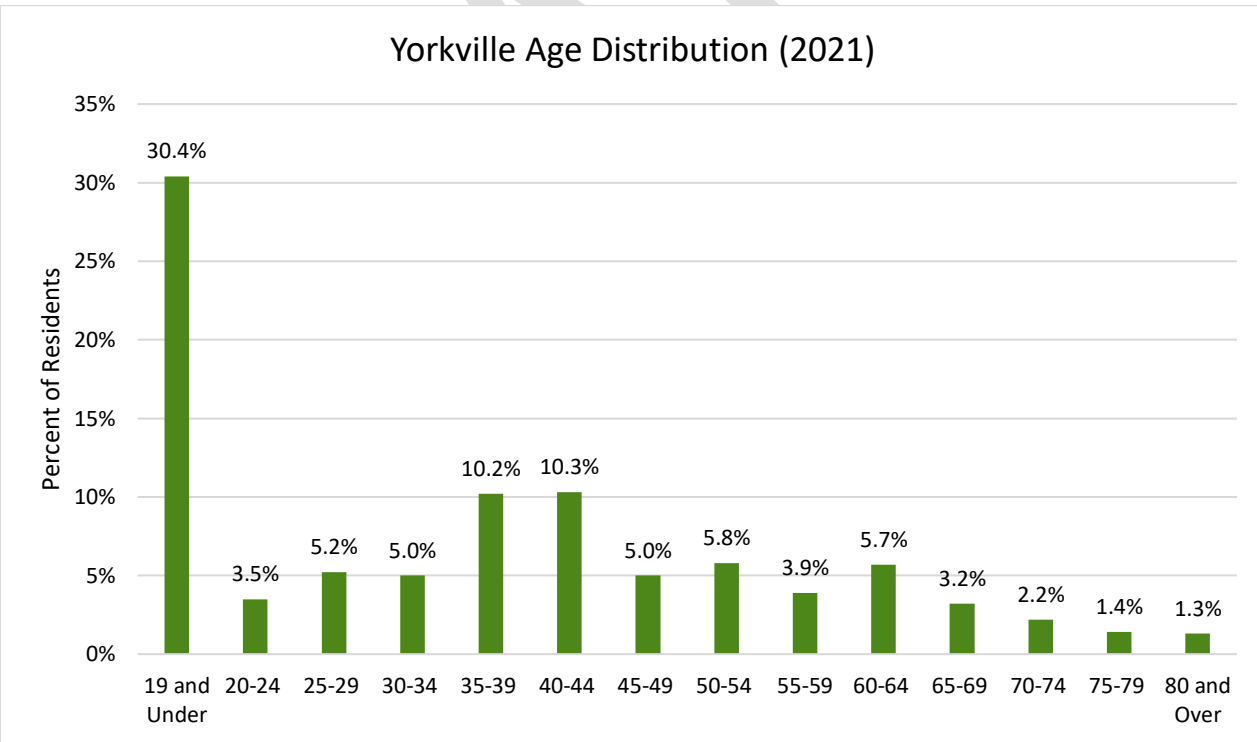
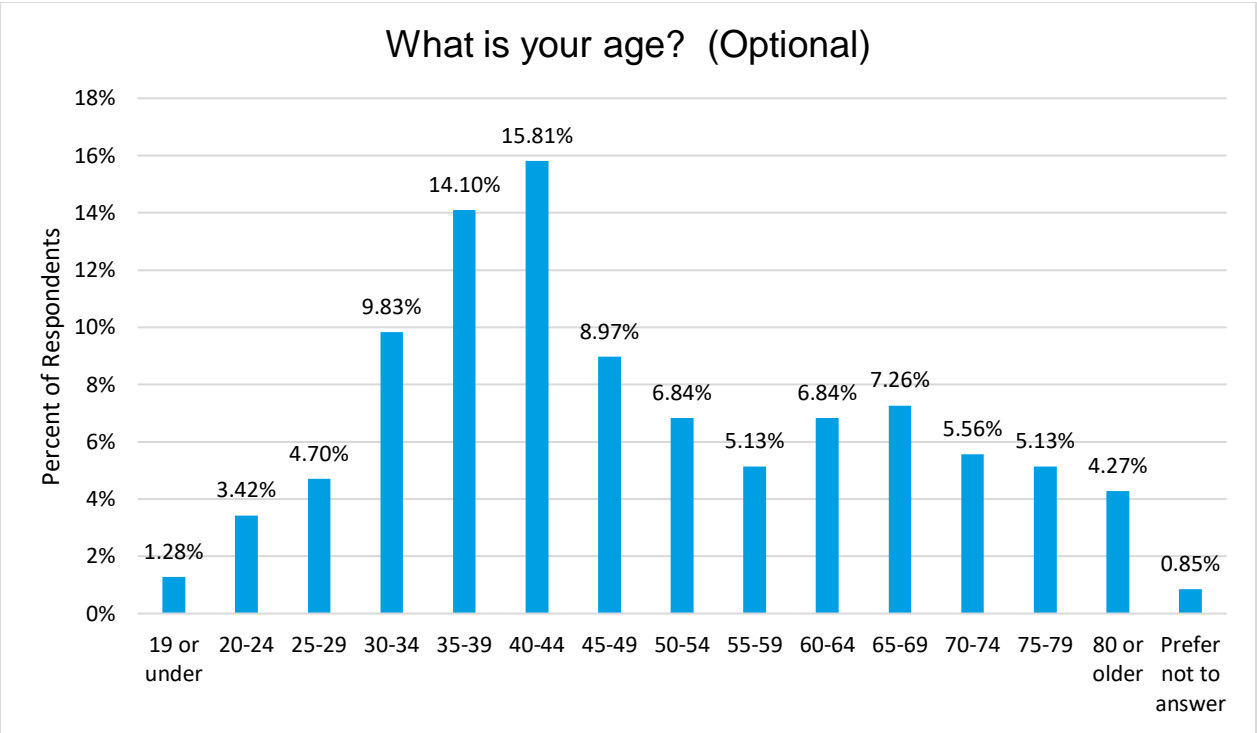


FINDINGS:

- A combined 37.44% of respondents indicated that they are interested or very interested in additional sponsorship or funding opportunities for the library with 13.7% indicating they are very interested.
- Another 37.44% indicated they are not at all interested in additional sponsorship opportunities.

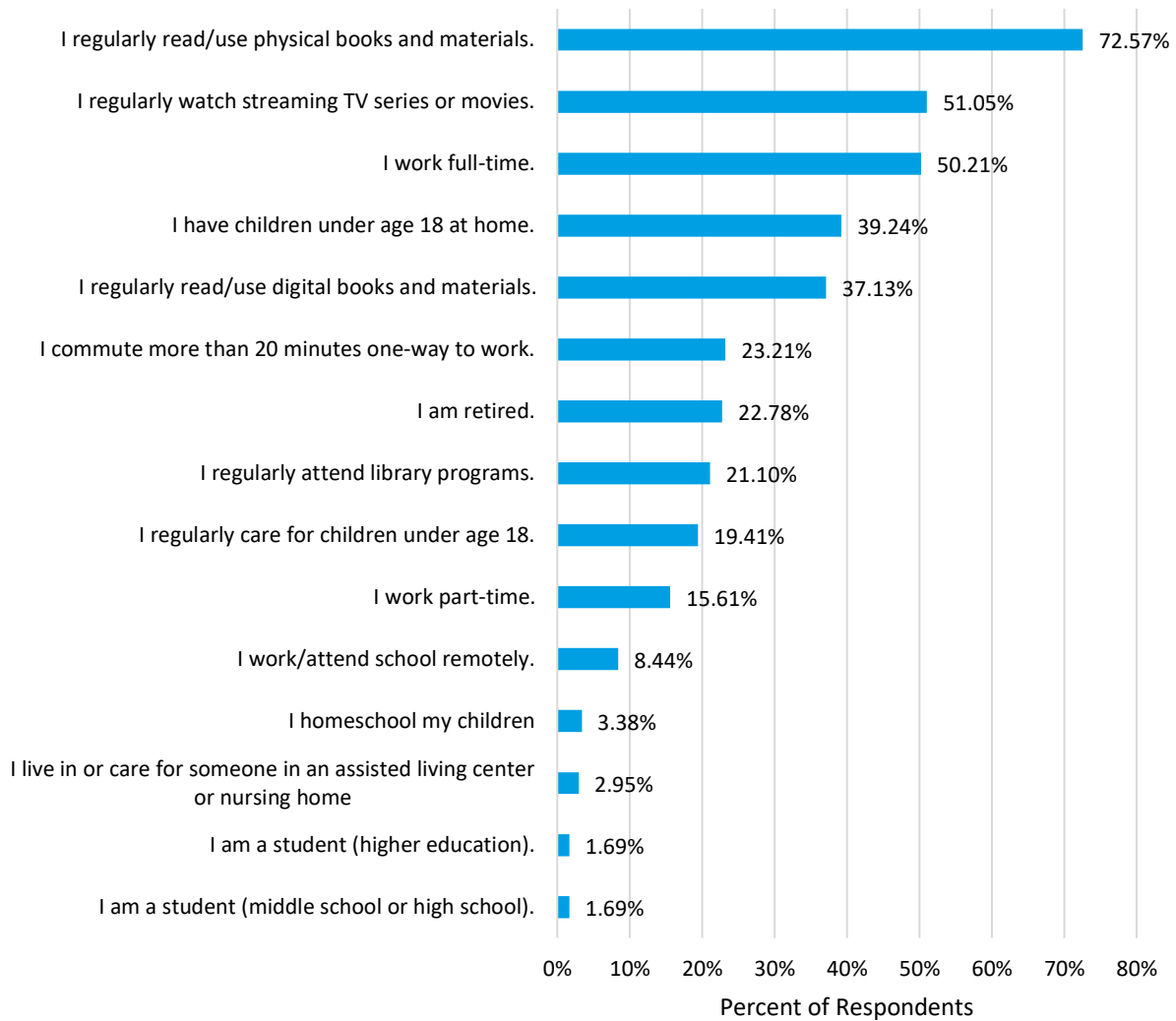
Please share any library fundraising ideas you may have.

- Utilize advocacy skills of frequent patrons to contact people, organizations, and businesses in the community and solicit contribution to the library
- Craft sale
- Host local business fair
- Donation envelope
- Community bake sales
- Winter farmer's market/craft show
- Literary pub crawl
- Sell YPL t-shirts
- Rummage sale
- Escape room for adults
- Indoor flea market/craft fair



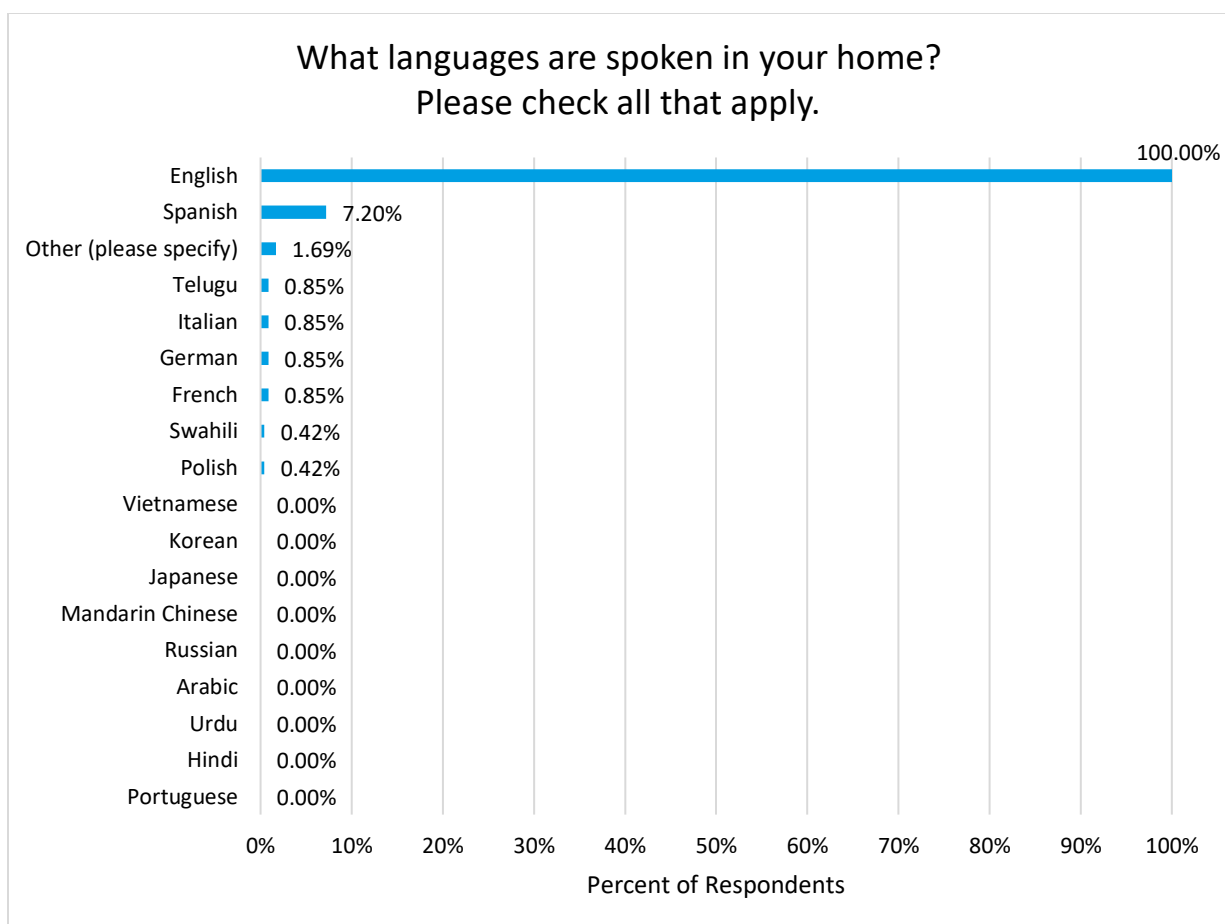
FINDINGS:	<ul style="list-style-type: none"> • 48.71% of survey respondents were ages 30-49. 30.5% of residents in Yorkville in 2021 were between ages 30-49. • Just 1.28% of survey respondents were ages 19 or under, and 30.4% of residents were ages 19 or under.
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Please choose all statements below that describe you.



FINDINGS:

- 72.57% of respondents indicated they regularly read/use physical books and materials. 37.13% indicated they regularly read/use digital books and materials.
- Just over half of respondents indicated they regularly watch streaming TV series/movies (51.05%).
- A combined 65.82% of respondents indicated they work full- or part-time.
- A combined 58.65% of respondents indicated they have children under age 18 at home or regularly care for children.
- 22.78% of respondents indicated they are retired.



FINDINGS:

- All respondents indicated they speak English at home.
- 7.2% of respondents also indicated they speak Spanish at home.

OVERALL FINDINGS:

- A combined 83.33% of respondents indicated they are very satisfied or satisfied with the Yorkville Public Library overall. Just under one half of respondents (49.53%) indicated they are very satisfied with YPL.
- All respondents indicated they speak English at home.
- Respondents rated customer service (4.69/5) as the library service they are most satisfied with followed by the atmosphere in the library (4.5) and the library building (4.39). Lowest satisfaction was indicated for selection in the library's collections (3.93) and library hours of operation (3.86); however, these each rated near 4 (Satisfied).
- Respondents indicated they are most comfortable checking out materials at the circulation desk (75.63% very comfortable) followed by asking for help finding materials in the library (69.75% very comfortable).
- Respondents indicated using wireless printing, accessing museum passes, and accessing homebound delivery as services they were most unaware of.
- Respondents find the most value in traditional services, specifically obtaining help from library staff (4.58/5) followed closely by physical materials to check out (4.53).
- Just over half of respondents (54.47%) indicated they learn about the library from the library's website, and 49.36% indicated they learn about the library from Facebook.
- Respondents shared the top ways they prefer to get information about the library: email, texts, Facebook, website, and newsletters.
- Respondents shared many programming topics they are interested in, with 58.96% indicating crafting and making as an interest.
- Respondents shared strong agreement with the statement "I feel welcomed when I visit the library" (4.66/5).
- Respondents are not as interested in additional sponsorship or funding opportunities for the library, with 37.44% indicating they are not at all interested and 25.11% indicating they are somewhat interested. A combined 37.44% indicated they are interested or very interested.

Focus Groups and Interviews Summary

Why focus groups and interviews?

Most strategic planning efforts include community surveys to learn about the library resources, programs, and services that are most important to area residents. This information helps the library strategically move into the future knowing they will be connecting people with the resources they want and need. Surveys are typically completed by people who are already aware of library services.

To hear opinions from people *not* represented in that group, other methods are required. The consultants at Fast Forward Libraries augmented survey results with focus groups and one-on-one interviews. The overall goal of the focus groups and interviews is to ensure the library hears from diverse people who may not typically respond to a library survey or even be aware of the library, and from targeted stakeholders within the community.

Methodology and Results

Focus groups

Three in-person focus groups were scheduled for 60 minutes and lasted 65 and 90 minutes. (One of those focus groups had only one participant and was converted into an interview.) Library staff created the invitation list. 14 people took part in the two focus groups. The groups were self-selected from a long list of possible participants and included people representing various backgrounds and beliefs.

Focus groups were roughly structured according to the Harwood Institute's Aspirations Exercise. In-person focus groups took place at the library on April 9, 2024. Flip charts and markers were used to record the conversations.

The facilitator asked people to brainstorm and discuss the following questions:

- What are your aspirations for your community?
- What challenges do you face in trying to reach those aspirations?
- What needs to change to overcome those challenges to achieve your aspirations?

In one case, answers to these questions resulted in a community narrative.

Interviews

Interviews were scheduled for 30 minutes and lasted 15-45 minutes each. They were loosely structured according to the SOAR method which collects Strengths, Aspirations, Opportunities, and Results. Due to time constraints, emphasis was placed on the opportunities and aspirations portions of the method. The SOAR method comes from the Aspen Institute's *Rising to the Challenge: Re-Envisioning Public Libraries*, (2014) and resulting *Action Guide for Re-Envisioning Your Public Library* (2017).

Participants joined interviews in-person, via telephone, or via a consultant-provided Zoom link. Cindy Fesemyer conducted seven interviews as part of the strategic planning community engagement effort. The individuals interviewed included stakeholders throughout Yorkville.

Participants were asked about themselves, their community, and their library:

- What do you do for a living? How do you spend your days?
- Where do you live? How long have you lived there?
- What kinds of changes have you seen in your community in that time?
- What do you want for your community?
- What's an ideal future for your community 10 years down the road?
Do you yourself utilize the library? How often, and in what ways?
- What do you want for your library?
- What an ideal future for the library 10 years down the road?

Summary of community and library aspirations, community challenges, and opportunities for community change

Top LIBRARY ASPIRATIONS from One-on-one Interviews

Library aspirations reflect a strong desire for the library to remain a vital community hub by providing valuable resources, programs, and spaces that meet the evolving needs of its residents while fostering collaboration and innovation.

1. **Community Engagement and Outreach:** Emphasis on community engagement, collaboration between the library and other city departments, and soliciting community input and ideas. Expand outreach efforts to reach different demographics. Solicit community donations for resources. Maintain strong connections with the community through a variety of communication channels.
2. **Services and Programming:** Keep fulfilling the need for quality library services and diverse programming for all ages. Remain nimble and adapt to community needs as they emerge.
3. **Digital Literacy:** Prioritize digital literacy programs, leverage emerging technologies, and keep up with electronic trends to meet the needs of a changing community.
4. **Physical Space:** Investigate space optimization, including the layout of meeting rooms and the need for a larger parking lot.
5. **Staff:** Advocate for adequate staffing to support program expansion and prevent burnout.
6. **Long-Term Sustainability:** Ensure the long-term sustainability of the library building, equipment, and services through regular physical plant maintenance efforts. Work the strategic plan. Aspire to become a library district with community support.

Top COMMUNITY ASPIRATIONS from Community Focus Group Discussions and One-on-one Interviews

Community aspirations reflect a desire for a thriving, inclusive, and well-connected community with opportunities for economic growth, civic engagement, recreation, and cultural enrichment.

1. **Community Development:** Invest in community development efforts. Address issues of vacant land. Foster diversity in subdivision designs. Improve walkability and bike-ability, connect

sidewalks to town, and reduce congestion on roads. Enhance downtown areas with residential units, retail spaces, outdoor dining options, public art, green spaces, and outdoor performance spaces. Provide broadband for all. Grow the industrial manufacturing base. Community schools must have enough physical space. Build a special needs playground.

2. **Safety:** Be mindful of the physical and emotional safety needs of all residents.
3. **Diversity and Inclusion:** Recognize and appreciate diversity in the community by helping to organize diverse festivals and celebrations. Provides services for young families and adults aging in place.
4. **Local Economy:** Yorkville needs abundant good-paying local jobs and enough employees to fill those jobs. Increase support of local businesses. Attract day-visit tourism.
5. **Community Engagement:** People want to feel a sense of community support and pride. Local partnerships contribute to that community feeling.
6. **Civic Engagement:** Connect people with tools for community advocacy. Provide clear local candidate statements at election time.
7. **Communication:** Improve communication by creating and maintaining multiple methods of communication, including digital signs around town.
8. **Recreation and Learning:** Provide non-sports-based activities for families, making full use of park district buildings, and adding community events like music in the park and movie nights. Offer adult learning programs and youth literacy programs.

Top COMMUNITY CHALLENGES from Community Focus Group Discussions:

These challenges highlight the need for improved communication, community cohesion, civic engagement, and leadership to address underlying issues and foster positive change.

1. **Access to Information:** Poor communication methods, difficulty in finding free local information, and a lack of awareness about events and municipal issues.
2. **Social Dynamics and Division:** Tension between old-timers and newcomers, cliquey social scenes, and tension between different parts of the community (e.g., town vs. subdivisions).
3. **Resistance to Change:** Resistance to change and weariness from attempting to make changes. Some people seem to be too busy to get involved in community efforts, though this could help people accept change more readily.
4. **Political and Civic Engagement Issues:** Low voter turnout, challenges in stopping hate speech at events, and a lack of a common vision for the community's future.
5. **Financial Concerns:** Municipal financial constraints, reluctance to increase taxes further, and challenges in raising local support and volunteers.
6. **Pandemic Recovery:** Ongoing pandemic recovery is affecting community engagement. There is reduced participation in events compared to pre-pandemic times.
7. **Leadership:** The need for passionate and visionary leadership, grassroots efforts attracting supporters and volunteers, and the importance of effective collaboration between grassroots leaders and political leaders.

Top THINGS THAT NEED TO CHANGE from Community Focus Group Discussions:

These changes aim to foster a more engaged, connected, and vibrant community that welcomes newcomers, celebrates Yorkville's strengths, and enhances quality of life for all residents.

1. **Community Engagement:** Encourage people to voice their opinions, advocate for change, and get involved in community efforts and visioning. Enhance communication channels for all residents.
2. **Celebration of Positive Contributions:** Celebrate and amplify positive aspects of the community, including local leaders, candidates, and “beacons of light.”
3. **Community Connection and Welcoming Atmosphere:** Build connections among residents, welcome newcomers through initiatives like a buddy system or Welcome Wagon, and ensure local leadership embraces new arrivals.
4. **Accessible and Inclusive Spaces:** Provide free and affordable community spaces for everyone, including children. Offer diverse recreational activities beyond club sports and a community recreation center.
5. **Improvements to Infrastructure and Amenities:** Reduce traffic congestion and truck traffic, beautify the town with flowers and personal touches, and improve downtown parking and outdoor dining options.
6. **Cohesive Vision and Pride in Place:** Establish a consensus on the community's direction, whether to maintain a small, charming atmosphere or grow with city amenities. Foster pride in the town among residents.

Community Narrative

We want a beautiful destination downtown and communication about local issues and events, but people don't share a common vision, and many don't know what's going on. So, we need abundant and robust communication channels and volunteers to create a beautiful Yorkville.

Limitations and strengths of community assessment activities

Limitations

Focus groups always have talkers and listeners. Despite the best efforts of the facilitator, some of the talkers took over portions of the discussions. To remedy that, the facilitator watched body language and called on those who weren't finding opportunity to interrupt the conversation or called on those who hadn't spoken in a while.

Though many possible community members were invited to the focus groups, participants presented similar views on the library and community. This can be put down to “group think” or may point to a need to collect more diverse opinions.

Strengths

To the one, each interviewee and member of a focus group was open and honest about their opinions and ideas. Participants were respectful of others' opinions.

Focus group participants were able to dig deep into topics as they bounced ideas off each other, expanding upon some ideas and quickly moving away from others.

People who did more listening to the discussion often encapsulated the conversation for the group when given the opportunity. The facilitator found their summaries very useful.

Focus group participants represented diverse ages, races, and economic backgrounds.

Board and Staff Survey Summary

For the Learning Report, we conducted a survey of Board and staff members to provide an opportunity for initial input into the process beyond the environmental scan and SOAR analysis. Eight Board members and 21 staff members participated. Below is a summary of their responses for each question.

What is your favorite thing about working at the library or serving on the Board?
<p>Staff/Team working together:</p> <ul style="list-style-type: none"> • Co-workers are easy to get along with • Working with other Board members • Administration is excited about the library • Kind and efficient staff • Knowledgeable and fun staff • Educated staff • Understanding and flexible management
<p>Community focus:</p> <ul style="list-style-type: none"> • Making a difference in the community • Seeing familiar faces and building connections with patrons • Solving mysteries for patrons • Researching items for patrons • Building connections in the community • Being part of the broader community • Being a resource for the community • Community values us
<p>Library specific work and overall culture:</p> <ul style="list-style-type: none"> • Relatively low-stress environment • Talking to patrons about books • Ensuring we are fiscally responsible • A creative and positive environment • Never a dull moment • Working in the library I came to as a child • Growing programming lineup • Interacting with children and families • Being surrounded by books, talking about books with patrons and co-workers • Love our beautiful library • Providing input to resolve facility related issues

What's working well at the library? What are we good at?

Programs

- Children's programming; wonderful programs for all ages; wide variety of programs; responsive programming based on feedback

Collections

- Large selection of books to represent all patrons

Staffing

- Staff is friendly and engaging; form good relationships with patrons and community; creative; tireless leadership; provide excellent customer service; good at making people feel welcome; very good director; good staff communication; always try to find an answer; go above and beyond

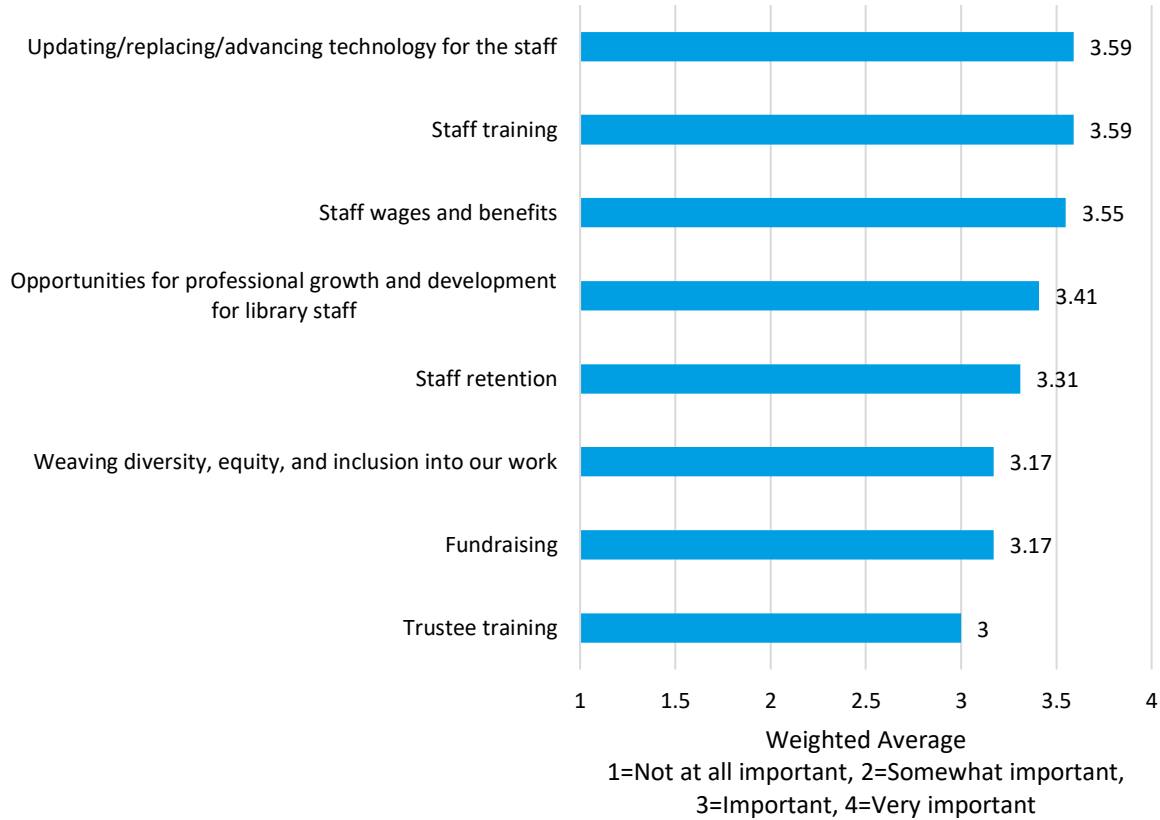
Services

- Services for ages 0-12; provide a place that people want to hang out

Other

- Friends of the Library are wonderful at connecting and involving the community; good at reaching for growth; nice building; great kids' department; fine free

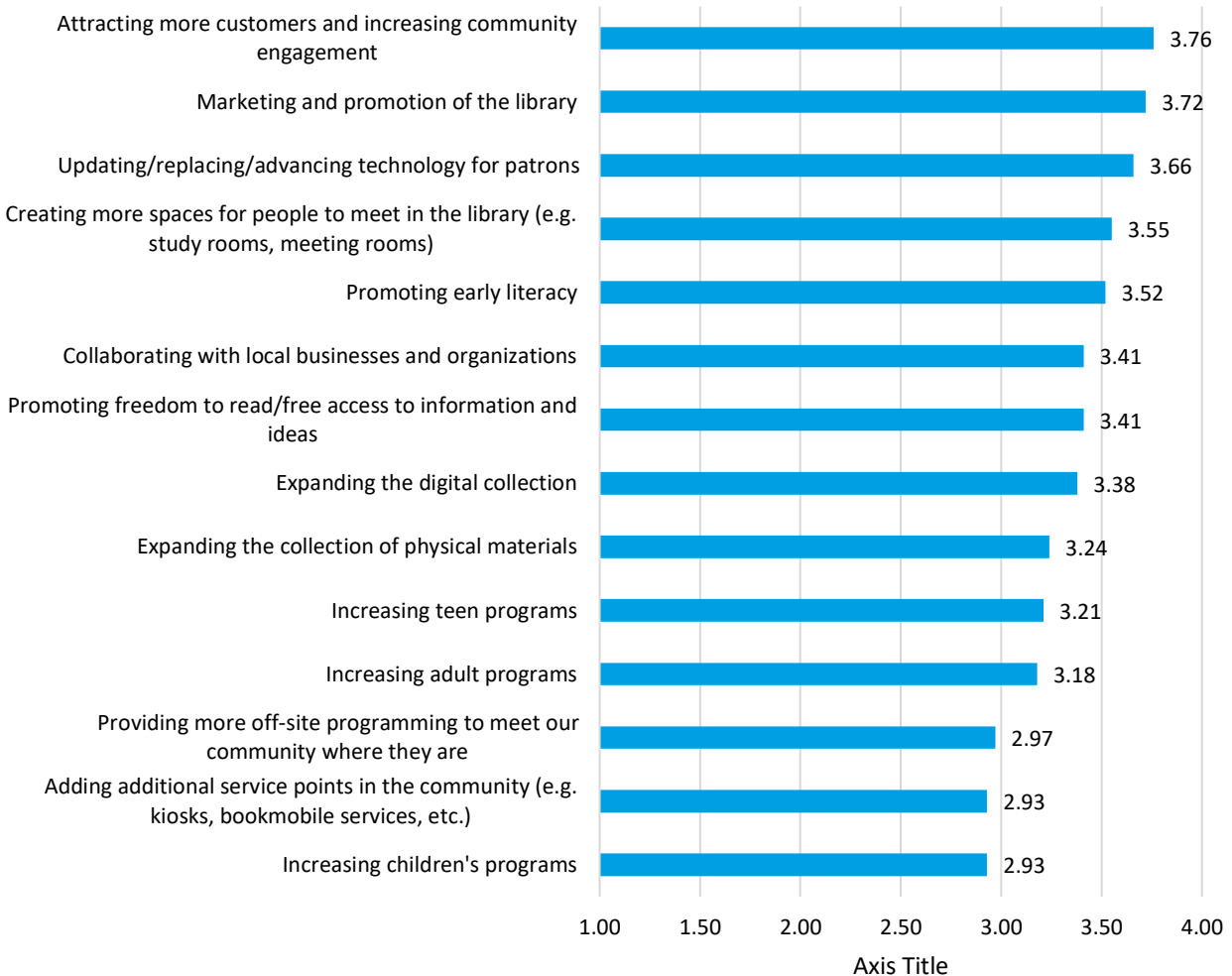
When you consider the library's future, how important are the following items related to internal work culture and operations?



FINIDINGS:

- Respondents indicated highest importance for staff training and updating/replacing/advancing technology for the staff (each 3.59/4).
- Staff wages and benefits rated third at 3.55.
- Trustee training rated of lowest importance but rated 3 (Important).
- Other (please specify): cross-training for easier coverage when someone is absent as not all staff know how to manage all services; remain politically neutral; tech for staff is fine but requires work arounds and waiting for resolutions; staff wages need to be more competitive in order to keep people and show that we value staff

When you consider the library's future, how important are the following items related to library services for the community?



FINIDINGS:

- Respondents rated attracting more customers and increasing community engagement as most important (3.76/4) followed closely by marketing and promotion of the library (3.72).
- Rated of lowest importance were increasing children's programs and adding additional service points in the community (each 2.93).
- Other (please specify): expanding digital collection to have more eBook/audiobook providers; a designated teen space is needed; study room usage has grown; designated markers in children's and adult spaces; the library should function as a community hub; increased programming would need increased hours of operation and staff

Please share some ideas you have for how the library can work towards, implement, or expand the items that you indicated are important or very important in the list above.

Programs

- Increase diversity in programming to include other demographics and cultures; more tech programming; offer more webinars and workshops; collaborate with local business to offer more training for business community; more teen programs; more programs for seniors; more evening programs for working adults; host new patron open houses

Collections

- Add streaming services; add digital magazines

Technology

- Create a tech update/replacement plan

Staffing

- Make sure staff are up-to-date about upcoming programs so they can talk to patrons about them; cross training for staff to use all tools/machines and cover desks; add an outreach department; keep up with trends through ALA/ILA; pay staff competitive wages in order to improve retention and connection

Marketing, Partnerships, Spaces

- Consider how we are marketing the library and our programs; expand connection with the high school and other schools; reach out to school staff to see how we can help; consider a café; focus on space planning/more efficient use of space; add more study rooms; partner with restaurants for book clubs; participation with community/city events

Other

- Solicit business partnerships to increase revenue; need a larger budget; ensure inclusion for everyone; consider ways to generate revenue

How could the library help you better perform/succeed in your role at the library? What do you need to be a better Board/Staff member?

Staffing

- Making expectations for roles clear; add outreach staff; create/offer opportunities to move up in the library; better wages; opportunities for more hours; more staff to alleviate managers having to cover frequently

Communication and Culture

- Willingness to embrace change; willingness to keep a positive attitude; operational plan to help delineate what we are working towards; keep staff/Board updated on needs of the community; regular staff and department meetings; more communication on current events/happenings for part-time staff; positive feedback

Training and Education

- Cross-training in all areas; follow ALA for trends and training; more educational opportunities for staff and Boar

Technology

- Update tech at the front desk/circulation; move toward using less paper, e.g., move to all digital records; all stations should be able to scan digital barcodes

What community needs are you aware of? What could the library do to address these needs?**Needs**

- Patrons ask for streaming movies and music
- Technology for use at home
- Unhoused community needs access to services
- More spaces to meet
- Growing population of English language learners
- Social isolation
- Places for teens to gather
- Mental health concerns
- Longer/better library hours
- Seniors struggle with new technology

Library Action

- Library outreach to low-income areas
- Reevaluate library spaces
- Add study spaces
- Offer more digital movies and TV series
- More tech for checkout, e.g., Roku
- Longer hours
- More teen and adult programming
- Better market tech items for checkout
- Add community meeting spaces
- Education from cradle to grave
- ESL services
- Bringing people together
- Provide gathering places and host social events for teens and adults
- Partner with the health department to provide mental health programming and resources
- Stagger start times on some days so the library can be open later
- Offer tech classes for seniors
- Help unhoused individuals access resources
- Provide a safe space for LGBTQ+ individuals

What barriers do you notice customers encountering? What would make it easier to access library collections, programs, service, and spaces?

Barriers

- Understanding technology needed to access resources and events
- Library printers don't always work well
- Study room access
- Lack of awareness of what the library offers
- Language and cultural barriers
- Non-residents have to pay for a card vs. paying through taxes
- Limited parking spaces
- Serving homebound patrons without an outreach staff
- Some services are beyond our budget

Library Action

- Provide how-to videos (on YouTube), pamphlets, and programs on how-to access library resources and sign up for events
- Increase budget
- Add staff
- "Break out of the routine"
- Increase marketing and promotions
- Increase community outreach
- Add more Spanish speaking staff and/or provide language learning for staff
- Better maintenance and upkeep of IT equipment
- Digital pay systems
- Mobile pay for copy/print services
- Increase hours of operation
- Add outreach staff
- Add evening and weekend programs for working adults

What do you think set our library apart from other libraries in the area?

- Welcoming and engaging
- Large adult and children's spaces
- Excellent programming that draws people from other communities
- Operate with a big picture mentality
- Nice facility
- Incredibly friendly staff
- Kids' play area
- Sense of community
- Have a "yes" attitude
- Art programs
- Consortium membership
- Location near schools
- Listen to patrons
- Clean and organized
- Garden out front and the architecture of the building
- Size and flexibility of meeting space
- Volume and variety of programs
- Creative, hard-working management

Assume for a moment that money and time were no object and you could change one thing at the library to improve things, what would that be?

Facility and Spaces

- Update Pfister meeting room
- More study rooms
- Add café in the front lobby with grab and go snacks
- Create a dedicated makerspace/digital media lab
- Increase collaboration spaces
- Update furniture and carpeting
- Easy access to all courtyard areas
- Add a dedicated art space open to the public/true makerspace
- Add a sensory room
- Update all mechanicals that have been neglected in the past
- Add a larger teen space with vending

Staffing

- Increase staffing to enable longer hours
- Increase staff wages and benefits
- Add a mid-shift person in adult and youth on program days
- Add an Adult Assistant Director and /or a Youth Assistant Director
- Add a facilities person that sets up and oversees program areas
- Add an on-site tech person that can work with patrons, too
- Increase opportunities for growth

Technology

- Update all hardware
- Upgrade all tech for patrons and staff
- Ability to book spaces online

Other

- Increase partnerships
- Pursue library district
- Add a bookmobile
- Something unique to take to mobile library events
- Long-arm quilt machine
- Bring in speakers to talk about topics that impact the community

Library Sector Scan: Regional Cohort – Various Services Offered (as noted on library websites)

Library (number of services)	Notary	License Stickers	Voter Registration	Wireless Printing	App	Lib. Of Things/Tech for checkout	Passports	Mango	1000 BBK	Online room reservation	Other
Three Rivers PLD (6)	x			x		x		x	x	x	Tech tutor
Batavia PLD (7)	x		x	x	x (SWAN)	x		x	x		Dolly's IL, junior volunteer program, The Great Courses; makerspace; café
Shorewood- Troy PLD (9)	x	x	x	x	x	x	x		x	x	Automatically Yours service, Little Free Food Pantry, subscription book box
Mooris Area PL (4)	x			x		x	x				Reader Meets Book service, die cut machine, STEAM kits, Sensory friendly storytimes
Sycamore PL (6)	x	x	x	x				x	x		Story Trail
Messenger PL of N. Aurora (5)	x		x		x (SWAN)			x		x	
Sugar Grove PLD (2)						x				x	
Yorkville (4)			x	x		x			x		Art in the Library, 3D printer

Services Comparison Process

All libraries in the cohort offer a wide variety of services in their communities. Many of these services offered were not noted here because all or most libraries offer them. We chose to focus on 10 services that could be added across a variety of needs, i.e., learning services, easing access through tech, and civil/community services. For services easily located on each library's website, we have marked an x in their box. If our research team was unable to find a service on a library's website, we assumed it was not offered and left the box on the chart blank. Thus, the library may offer the service, but we were unable to find information about it. Additional unique services are noted in the "Other" column, and some of these will be discussed below in the narrative.

The following services were considered: notary, vehicle license sticker renewal, voter registration, wireless printing, library app, Library of Things/Tech items for checkout, Passport service, Mango language learning, 1000 Books Before Kindergarten, and online meeting/study room reservation.

Findings

Shorewood-Troy offered the most services of the cohort, with nine of the ten services offered at their library. Sugar Grove PLD had the fewest with two of the ten services easily located on their website. When considering this regional cohort and these ten services, Yorkville offers four of the ten services – **voter registration, wireless printing, a library of things, and 1,000 Books Before Kindergarten**. The following observations were made when locating these services through YPL's website:

- Laptops and hotspots are currently noted on the library's homepages as a new addition for checkout ("Internet to Go"); however, within the Library of Things, YPL's website lists available items as games, puzzles, and instruments – no tech items are listed.
- Voter registration is noted under "About Us > Services and Resources" and was not easy to find even as our team was looking for the service specifically.

Only two libraries in the cohort offer **vehicle license sticker renewal service**, Shorewood-Troy PLD and Sycamore PL; and only two offer **passport services**, Shorewood-Troy and Morris Area PL. **Notary services** are provided at six of the ten libraries, as is **wireless printing**. Just three libraries appear to have a **library app**, two of which are provided through SWAN; Shorewood-Troy has the only **library-specific app**.

While all libraries in the cohort have meeting rooms and study rooms that can be reserved, only four libraries have **online room reservation capabilities**. Four libraries offer **Mango for language learning** and five offer **1000 Books Before Kindergarten** to encourage early literacy. Six libraries offer a **Library of Things** or a similar service, and many but not all of these collections include technology tool/items for checkout.

Unique Services

The following services are unique in that only one library in the cohort currently offers them:

- [Automatically Yours](#) service – Shorewood-Troy PLD allows patrons to sign up for this service that will **automatically hold new books by favorite authors**. Patrons can sign up online or print the form and turn it in at the library.

- [Reader Meets Book](#) – Morris Area PL has an online form that allows patrons to share what type of books/movies/music they like and answer a few questions through to help library staff do **remote readers advisory**.
- [Story Trail](#) – Sycamore PL partners with Sycamore Park District and Dekalb County Forest Preserve District to provide Literacy Lane, with **23 permanent story signs** along the trail.
- [Sensory Storytimes](#) – Morris Area PL offers sensory-friendly storytimes to accommodate children who “experience the world a little differently”. These storytimes are “quieter and shorter” and **designed for neurodivergent children** ages ten and under.
- [Little Free Food Pantry](#) – Shorewood-Troy PL asks the community to “Leave food when you can. Take food when you need it.” The result is a little food pantry on the lower level below the stairs.

In addition to these unique services, **only one library in the cohort has a dedicated makerspace**. Batavia’s makerspace is called [MakerZone](#) and includes access to 3D printing, Cricut tools, a button maker, a sewing machine, and more. Batavia is also the only library in the group that has a café on site and the only library to offer access to Dolly Parton’s Imagination Library.

What’s Happening Nationally in the Library Sector?

Inclusive Collections: Autism Supports and Added Attention to Accessibility

Increasingly, public libraries are asked to **provide welcoming and safe spaces for families with children on the autism spectrum**. In the May 2022 edition of *American Libraries*, Annemarie Mannion explores the growing need for these services and the sense of support and inclusion that results from libraries’ efforts (14). Accessibility collections can include therapeutic toys and sensory-rich manipulatives for young children as well as literature for adults and children on disability topics and items that support skill development. Mannion notes that staff at the *Sunderland (MA) Public Library* discovered that 5% of the community’s public school student population had an autism spectrum diagnosis and decided to add an accessibility support collection.

Arlington Heights (IL) Memorial Library also added an [accessibility support collection](#) of 350 items. Within the first month, 50% of the collection was checked out (15). The AHML accessibility support collection is provided alongside programming designed for families of children with differing abilities. Librarians recommend consulting the regional disability community to find out what is already available and most needed before curating a collection (17).

Similarly, [sensory support kits](#) are available at *Grand Rapids (MI) Public Library* for children needing extra support while visiting the library. Items are for use in-house and include: a weighted vest, fidget and therapy toys, emotion flashcards, and noise reduction headphones, among other items.

Across the Lifespan: Targeted Services for Older Adults and One Book, One City Programs

Children’s programming is often an expected feature of public library services, so a renewed focus on programs and services for adults can be a welcome addition. In the June 2021 *American Libraries*, Joy Coquette wrote about *Denver Public Library*’s 2020 and 2021 offering of the National Council on Aging’s (NCOA) Aging Mastery program (16). DPL has **a staff member dedicated to older adult services** and partners with many community organizations serving this population; see their [Older Adult Services webpage](#).

Uniting the community through literacy for 20 years now, *Peoria (IL) Public Library's* [Peoria Reads](#) is a “one book, one city” program and a **multi-generational endeavor** that highlights one title for adults and another similar title for children, fostering dialogue and learning throughout the community. ALA offers [resources for libraries](#) wanting to start a similar community-wide reading program.

Out-of-the-box Community Outreach: Pop-Ups, StoryWalks, and More

Bethlehem Area (PA) Public Library has a unique [stationary satellite location](#) known as “**Books on the Hill**”. This bookmobile that doesn’t move brings the library directly to the community in an easily accessible location without adding a new facility. *Peoria (IL) Public Library* features [StoryWalks](#) at three of their five branches. They are funded by community members, local civic organizations, and the Friends of the Library.

San Mateo County (CA) Libraries **expanded access to digital materials** by implementing [eBook Stops](#), located at libraries, parks, teen and rec centers, and human service agencies in the area. The locations have a QR code that can be scanned for instant access (no library card or app needed) to thousands of eBooks and eAudiobooks for children, teens, and adults in English and Spanish. This service is available at the “point of need” for community members and broadens awareness and availability of digital materials to those who might not know about them.

Middle Georgia Regional Library provides the region with a unique [Library WOW \(Without Walls\)](#) service that will provide a **pop-up library at events** and locations by request. Two community engagement coordinators provide access to the Library WOW services in Bibb and surrounding counties. *Chelmsford (MA) Public Library* takes their library on the road during warm seasons, visiting schools, parks, senior centers, and specific neighborhoods. They publish a calendar for the [Pop-Up Library](#) stops and can also attend community events and businesses.

Commitment to Data and Learning

Public libraries are well-known for measuring the basics of their services: circulation, programs, door counts, computer sessions. Numerical usage statistics are expected, with increases celebrated as proof of a thriving library. But data isn’t just numbers, and increased usage doesn’t always tell the whole story. What type of data should a public library collect and **how can they best learn from patron feedback and other qualitative data** that goes beyond the number of materials a patron checks out?

When *Ann Arbor (MI) District Library (AADL)* was named a five-star library by Library Journal for the 15th year in a row, Library Journal [spoke with their leadership](#) to learn more about their approach to this success. AADL director, Eli Neiburger, noted they have a “responsive relationship with patrons” and “get tons of feedback through all channels about everything we do and don’t do”. This commitment to seeking input, listening, and responding to patron needs indicates a culture of evaluation and learning that leads to growth and success. AADL’s Annual Report is available on their website as an [infographic](#).

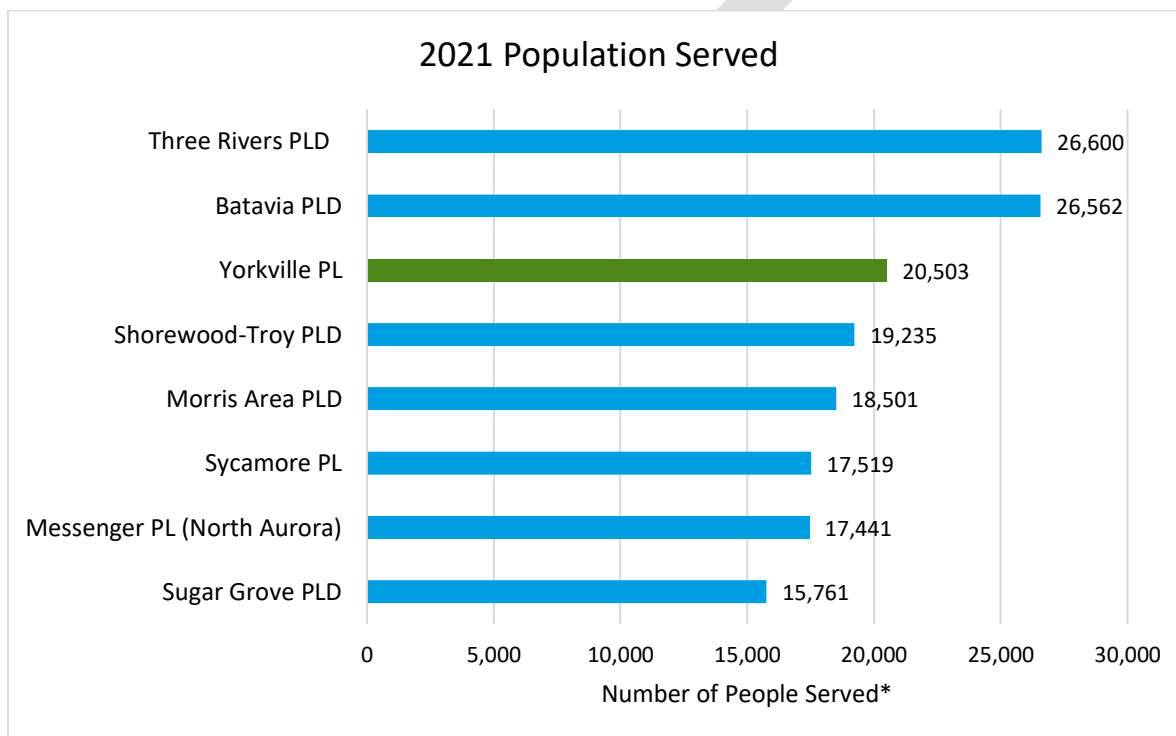
In the Bay Area, [Palo Alto City Library](#), [San Mateo County Libraries](#), and [San Jose Public Library](#) each offer the community the opportunity to **Share Their Story** through website forms. San Mateo County Libraries specifically ask for a one sentence and San Mateo County and Palo Alto both allow patrons the opportunity to upload a photo or illustration that tells their story. San Jose’s form allows the sharer to choose the branch location they most use or that pertains to their story. These opportunities to share positive feedback with the library can help inform library staff and, ultimately, the community if the

stories are shared out via social media or through an annual reporting process – providing the opportunity for different kinds of learning and expanded awareness about the library.

Sources:

- American Libraries, June 2021
- American Libraries, May 2022
- Library Journal, December 2021
- Library Journal, December 2022

Regional Cohort Comparison Charts – Using 2021 IMLS Data

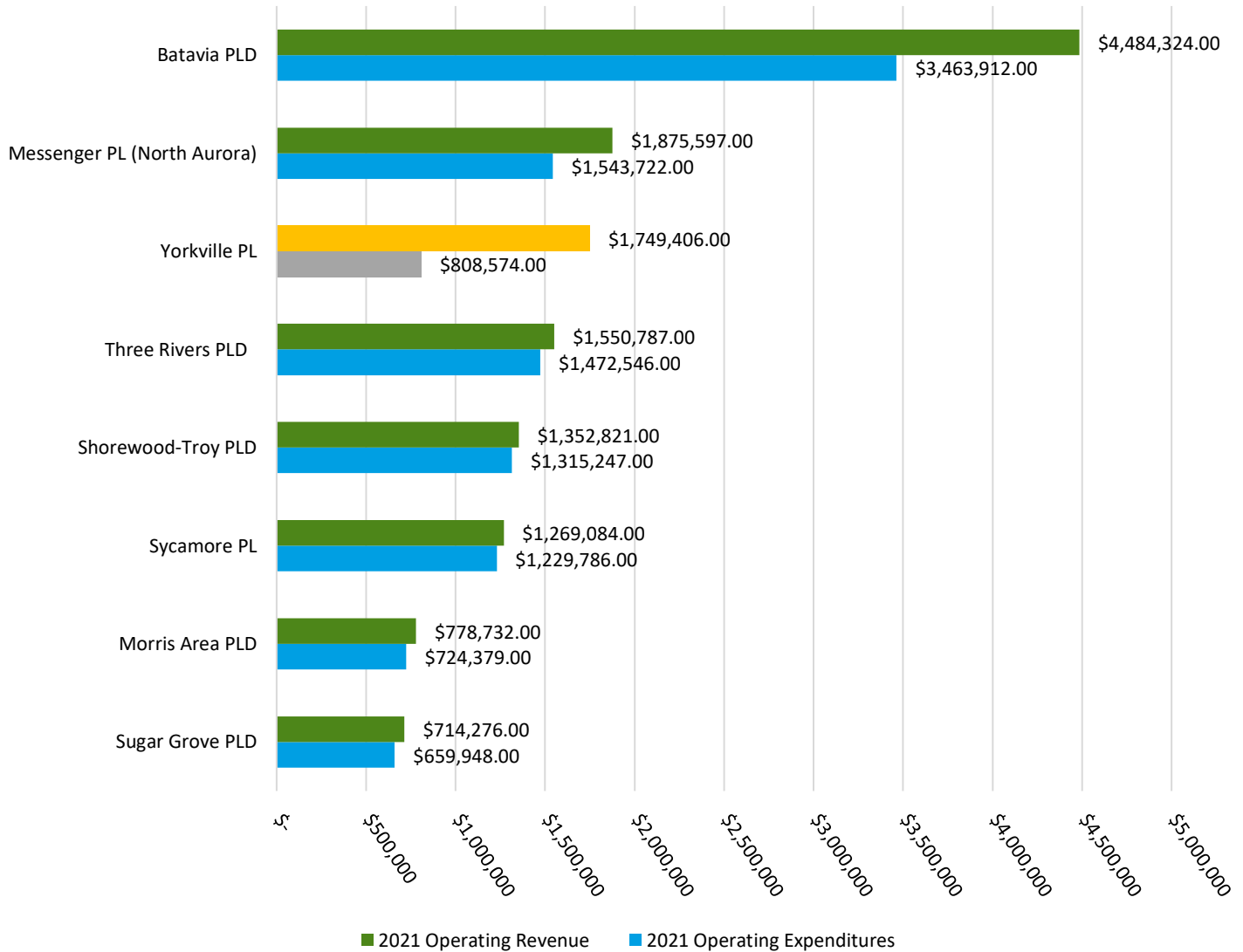


**Service area populations taken from IMLS data except for Yorkville which was taken from ACS data used elsewhere in this report.*

FINDINGS:

- The cohort libraries varied from 15,761 to 26,600 residents in their 2021 service areas.
- Three Rivers PLD and Batavia had nearly the same number of residents.
- Yorkville came in 3rd out of the 8 libraries in population size.

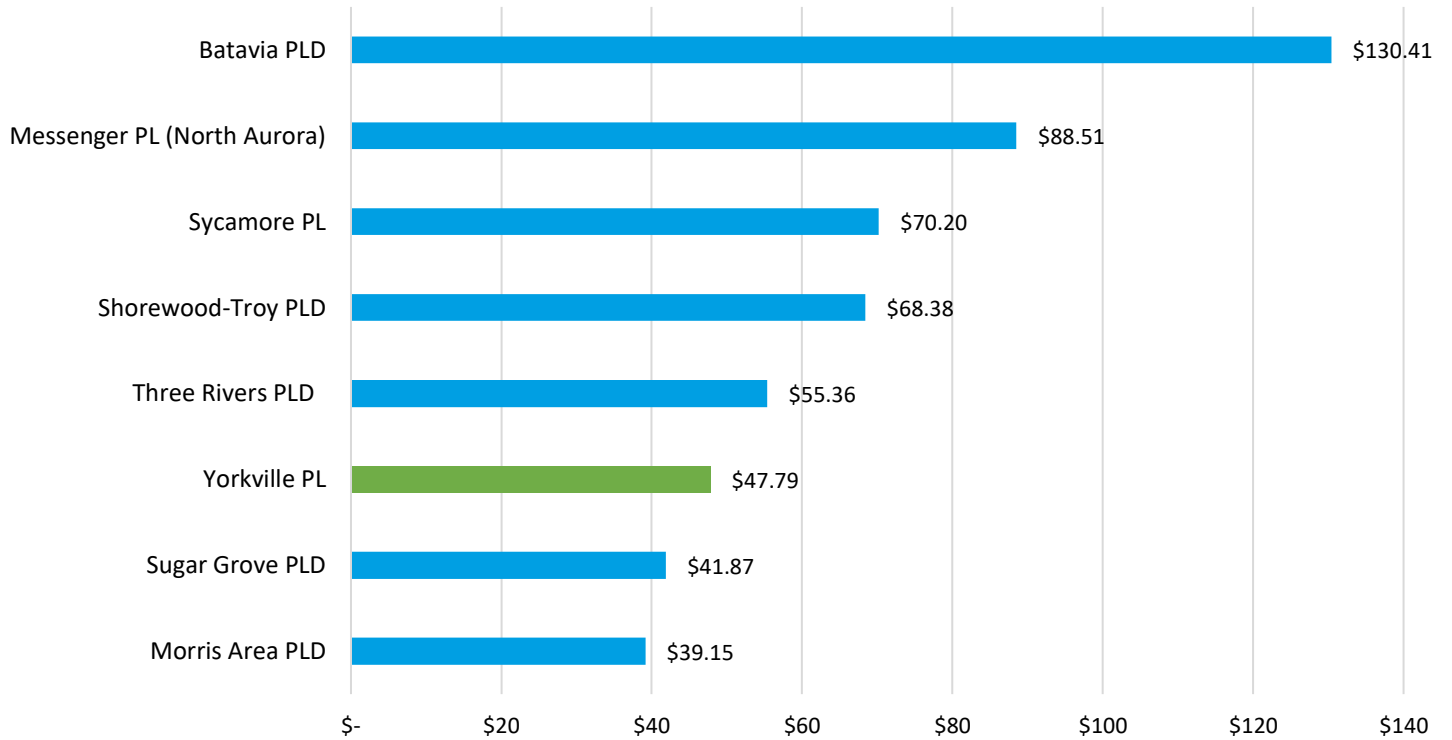
2021 Operating Revenue and Expenditures



FINDINGS:

- In 2021 Yorkville had the third highest operating revenue (\$1,749,406) but the third lowest operating expenditures (\$808,574) of the comparison cohort.
- Batavia PLD had a much higher operating revenue (\$4,484,324) than other libraries in this cohort.

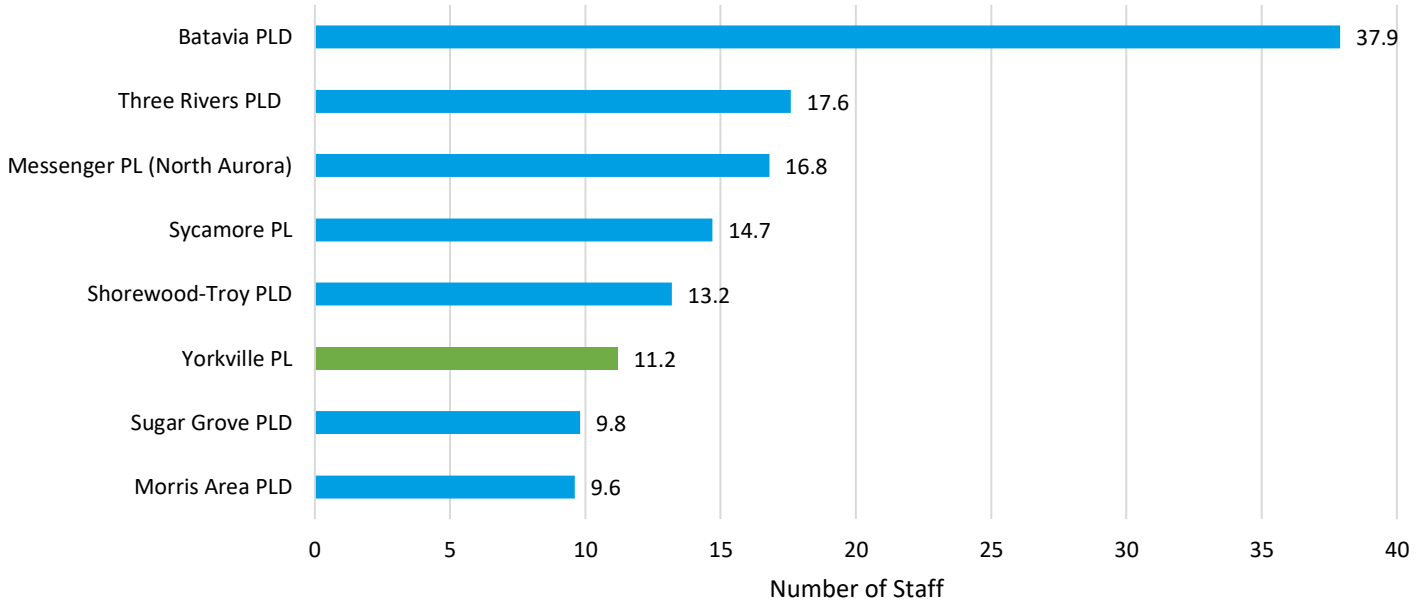
2021 Operating Expenditures Per Person



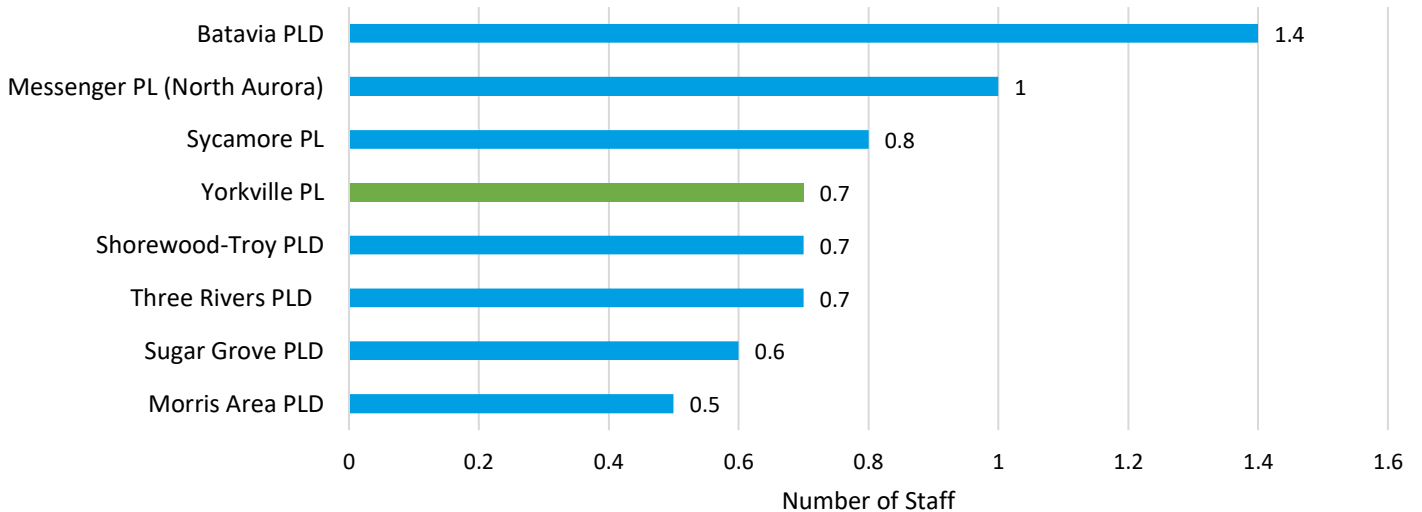
FINDINGS:

- **Yorkville had the third lowest operating expenditures per person (\$47.79) among the cohort in 2021.**
- Batavia PLD's expenditures per person (\$130.41) were significantly higher than other libraries in the cohort.

2021 Total Paid Staff - FTE



Total Paid Staff Per 1k Residents



FINDINGS:

- Yorkville's total paid staff (11.2) was third lowest in the cohort in 2021, but for the number of staff per 1k residents Yorkville came in at the middle of cohort (0.7), identical to Shorewood-Troy and Three Rivers.
- Batavia had the highest total paid FTE staff (37.9) and highest paid staff per 1k residents (1.4).

Appendix

Community Data

US CENSUS DATA	US 2021	IL 2021	Yorkville City 2010	Yorkville City 2021
Population	329,725,481	12,821,813	15,065	20,503
Median Age	38.4	38.5	36.9	34.5
Median Household Income (in \$)	69,021	72,563	82,007	105,129
Homeownership	64.6%	66.5%	80.5%	80.9%
Housing Value (Owner-occupied, in \$)	244,900	212,600	256,800	261,000
Below Poverty Level	12.6%	11.8%	1.7%*	2.7%

Sources:

ACS 2021 5-Year Estimates for US, IL, and Yorkville City [DP04](#), [S0101](#), [S1101](#), [S1701](#), [S1901](#)

ACS 2010 5-Year Estimates for US, IL, and Yorkville City [DP04](#), [S0101](#), [S1101](#), [S1901](#)

*ACS 2012 5-Year Estimates for US, IL, and Yorkville City [S1701](#)

Diversity

US CENSUS DATA	US 2021	IL 2021	Yorkville City 2010	Yorkville City 2021
Total Population	329,725,481	12,821,813	15,065	20,503
White alone	68.2%	67.8%	85.5%	68.2%
Black or African American alone	12.6%	14.1%	2.4%	11.5%
American Indian and Alaska Native alone	0.8%	0.3%	0.0%	0.7%
Asian	5.7%	5.7%	1.6%	3.5%
Native Hawaiian and Other Pacific Islander alone	0.2%	0.0%	0.0%	0.0%
Some Other Race alone	5.6%	6.2%	2.4%	2.1%
Two or More Races	7.0%	5.8%	1.6%	4.0%

Sources:

ACS 2021 5-Year Estimates for US, IL, and Yorkville City [S0601](#)

ACS 2010 5-Year Estimates for US, IL, and Yorkville City [S0601](#)

US CENSUS DATA	US 2021	IL 2021	Yorkville City 2010	Yorkville City 2021
Total Population	329,725,481	12,821,813	15,065	20,503
Hispanic Population	18.4%	17.5%	9.4%	17.3%

Sources:

ACS 2021 5-Year Estimates for US, IL, and Yorkville City [S0601](#)

ACS 2010 5-Year Estimates for US, IL, and Yorkville City [S0601](#)

School Age Diversity

IL SCHOOL REPORT CARD DATA	Illinois 2022 - 2023	Yorkville CUSD 115 2022 - 2023
Hispanic	27.2%	23.0%
Black	16.6%	8.1%
Asian	1.3%	2.3%
Two or More Races	1.9%	4.9%
White	46.4%	61.4%
English Language Learners	13.7%	7.5%
Low Income Students	46.5%	24.9%

Illinois State Board of Education School Report Card Data for Yorkville CUSD 115, [2022-2023](#)

Employment & Poverty

US CENSUS DATA	US 2021	IL 2021	Yorkville City 2012	Yorkville City 2021
Civilian Labor Force (16+)	166,672,597	6,686,514	9,390	11,249
Employed	59.6%	61.0%	71.1%	71.3%
Unemployed	3.5%	4.0%	4.8%	3.2%
Armed Forces	0.5%	0.2%	0.5%	0.0%
Not in Labor Force	36.4%	34.7%	23.6%	25.5%
BELOW POVERTY LEVEL	US 2021	IL 2021	Yorkville City 2012	Yorkville City 2021
All People	12.6%	11.8%	1.7%	2.7%
Under 18 years	17.0%	15.8%	0.5%	5.2%
18 to 64 years	11.8%	11.1%	1.7%	1.8%
65+ Years	9.6%	9.0%	8.2%	0.8%

Sources:

ACS 2021 5-Year Estimates for US, IL, and Yorkville City [DP03](#), [S1701](#)

ACS 2012 5-Year Estimates for US, IL, and Yorkville City [DP03](#), [S1701](#)

Education

US CENSUS DATA	US 2021	IL 2021	Yorkville City 2010	Yorkville City 2021
Population 25 years and older	225,152,317	8,764,878	9,663	13,531
Less than High School graduate	11.1%	10.1%	8.1%	4.2%
HS or Equivalent	26.5%	25.4%	26.3%	25.8%
Some College or Associate's Degree	28.7%	28.3%	35.7%	35.8%
Bachelor's Degree	20.6%	21.8%	19.6%	26.0%
Graduate or Professional Degree	13.1%	14.4%	10.2%	8.1%

Sources:

ACS 2021 5-Year Estimates for US, IL, and Yorkville City [S0601](#)

ACS 2010 5-Year Estimates for US, IL, and Yorkville City [S0601](#)

Language

US CENSUS DATA	US 2021	IL 2021	Yorkville City 2010	Yorkville City 2021
Population 5 years and over	310,302,360	12,076,132	13,998	19,389
English Only	78.3%	76.8%	89.9%	89.1%
Spanish	13.3%	13.5%	7.5%	7.5%
Other Indo-European languages	3.7%	5.6%	1.4%	3.3%
Asian/Pacific Islander languages	3.5%	3.0%	0.9%	0.1%
Other languages	1.2%	1.1%	0.4%	0.0%
Speaks English less than "very well"	8.2%	8.5%	2.5%	4.1%

Sources: S0601, S1601

ACS 2021 5-Year Estimates for US, IL, and Yorkville City [S0601](#), [S1601](#)

ACS 2010 5-Year Estimates for US, IL, and Yorkville City [S0601](#), [S1601](#)

Disabilities

US CENSUS DATA	US 2021	IL 2021	Yorkville City 2015	Yorkville City 2021
Total Civilian Noninstitutionalized Population	324,818,565	12,646,857	16,805	20,298
Hearing Difficulty	3.5%	3.0%	2.8%	2.5%
Vision Difficulty	2.3%	2.0%	3.0%	0.4%
Cognitive Difficulty	5.1%	4.3%	3.7%	4.3%
Ambulatory Difficulty	6.7%	6.1%	3.3%	2.8%
Self-Care Difficulty	2.6%	2.3%	3.2%	0.5%
Independent Living Difficulty	5.7%	5.3%	2.7%	1.6%

Sources:

ACS 2021 5-Year Estimates for US, IL, and Yorkville City [S1810](#)

ACS 2015 5-Year Estimates for US, IL, and Yorkville City [S1810](#)