

2022-2025 STRATEGIC PLAN



Mission STATEMENT

To inform, enrich, and inspire a strong, engaged community.



Focus AREAS

Strategic goals are accomplished through operational excellence.

Motivate & retain high-performing employees

Staff recognition • Clear path for career advancement • Opportunities to grow and learn new skills

Work to create shared engagement across library divisions

Library wide committees • Cross-train staff

Foster a safe environment

Create a safe space so people feel welcome to explore different ideas • Continue strong safety measures to assure people feel physically safe when they engage with us

Library VALUES

Access: Provide free and equitable access to all.

Confidentiality & Privacy: Respect our patrons' privacy and strive to protect personal information obtained through use of library resources.

Democracy: Provide spaces for public dialogue, resources to develop information literacy skills, and access to government information so that the public is informed and engaged in the democratic process.

Diversity & Inclusion: Reflect diversity in our collections, programs, services, and staff and actively work to bring multiple perspectives and differing voices into the library.

Intellectual Freedom: Support the rights of all people to read, seek information, and speak freely as guaranteed by the First Amendment.

Education & Learning: Promote a culture of learning and literacy to foster intellectual growth and personal development.

Collaboration: Work to serve our community through thoughtful collaboration with others.

Social Responsibility: Make a difference in solving the problems of society through access to information, resources and services.

Service & Professionalism: Committed to providing transformative library experiences by investing in the excellence of the organization and the people who work here.

iinform

INCREASE AWARENESS

Individuals are informed about their community and topics that impact their lives.

BIG GOAL

By 2025, more community members will be aware of library resources and local issues.

STRATEGIC INITIATIVES

1. Create an integrated marketing plan that includes key partners and targeted audiences.
2. Develop and cultivate resources to improve individuals' abilities to evaluate information.
3. Build a conduit of information from local sources to share with library patrons (virtual community bulletin board).

iinspire

IGNITE EXPLORATION

Individuals are motivated and excited to explore, discover, and achieve.

BIG GOAL

By 2025, the library will offer a wide range of opportunities (programs, services, formats) to meet the unique needs of community members, spark imagination and encourage connection.

STRATEGIC INITIATIVES

1. Explore customized programming options for a variety of different audiences.
2. Encourage innovation in staff/patron interaction.
3. Develop library collections in non-traditional ways while responding to evolving community needs.

engage

BUILD COMMUNITY

Individuals are connected through diverse experiences that enrich their lives.

BIG GOAL

By 2025 the library becomes a community hub that creates opportunities for people to connect in meaningful and unexpected ways.

STRATEGIC INITIATIVES

1. Create shared opportunities for community members to participate in conversations and build relationships.
2. Expand physical access through mobile services and a second location.
3. Leverage partnerships to expand library experiences.

belong

FOSTER EQUITY, DIVERSITY, INCLUSION

Individuals are represented and welcomed.

BIG GOAL

Individuals are represented and welcomed.

STRATEGIC INITIATIVES

1. Expand partnerships with organizations representing underserved and historically marginalized communities.
2. Develop a more diverse collection and remove barriers to access materials.
3. Find ways to build representation in spaces, staff and customized experiences.