

Strategic Plan

2019-2021



Vision

Inspire Curiosity
Transform Lives
Empower Everyone

Mission

Creating opportunities to learn,
connect and belong

We Value

Diversity
Inclusion
Engagement
Responsiveness
Innovation

Goals & Priorities:

Community

Build and Grow Our Community

- Ensure every child has a library card
- Respond to community needs
- Reach out to vulnerable populations
- Engage our volunteers

Marketing

Communicate Who We Are and What We Do

- Develop our brand
- Deliver meaningful information
- Help customers find their way
- Maximize promotional opportunities

Resources

Develop and Leverage Our Resources

- Invest in staff
- Broaden and deepen civic relations
- Explore options for revenue generation
- Establish new metrics for measuring impact

Core Services

Expand Access to Programs, Services and Collections

- Grow collections with our community
- Lead in technology access and education
- Enhance library experiences
- Take the library to where the community gathers

Space

Reimagine Space for Our Community

- Understand evolving needs
- Optimize use of existing space
- Investigate innovative options
- Partner to realize new opportunities