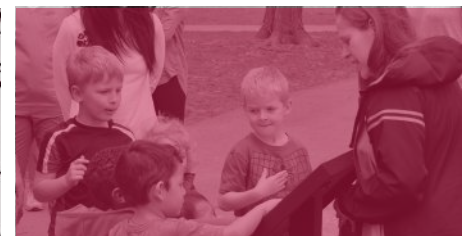
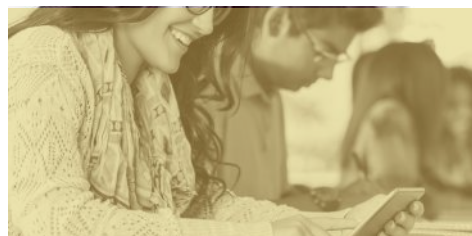
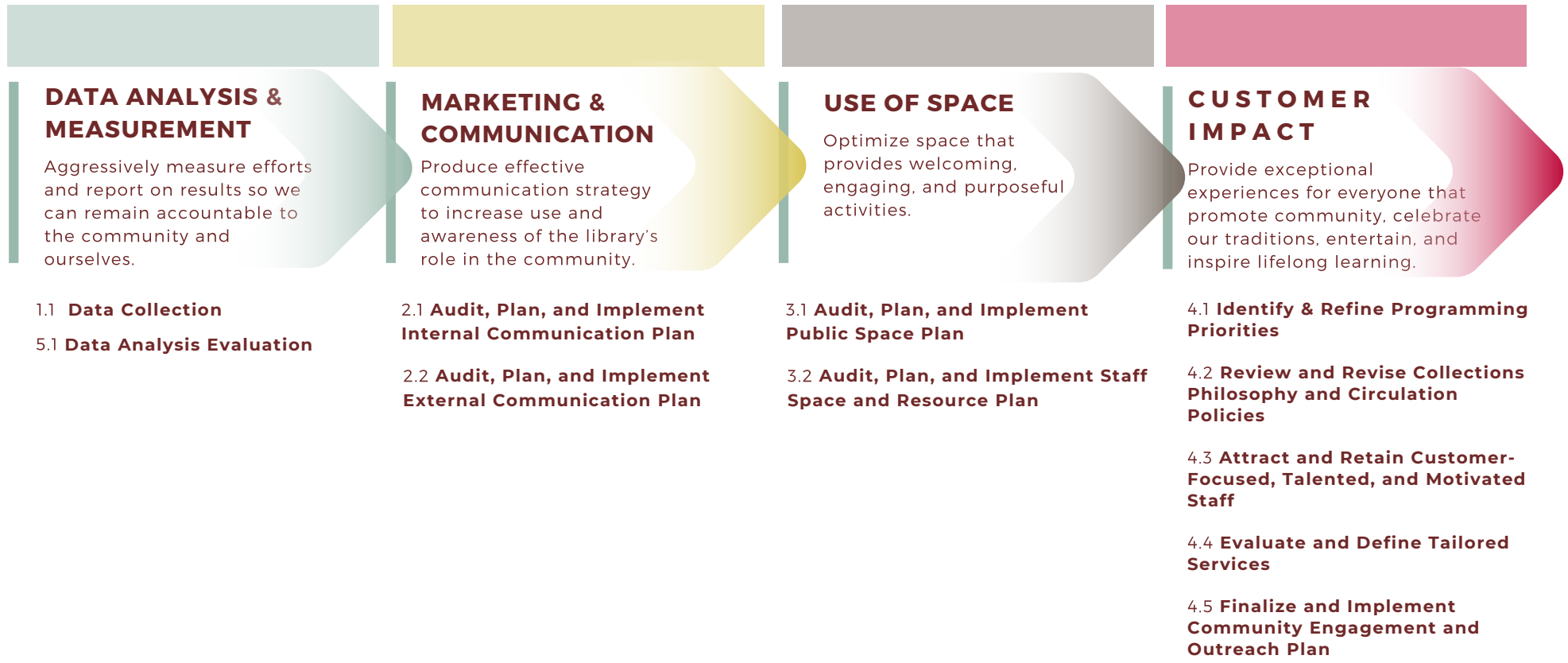
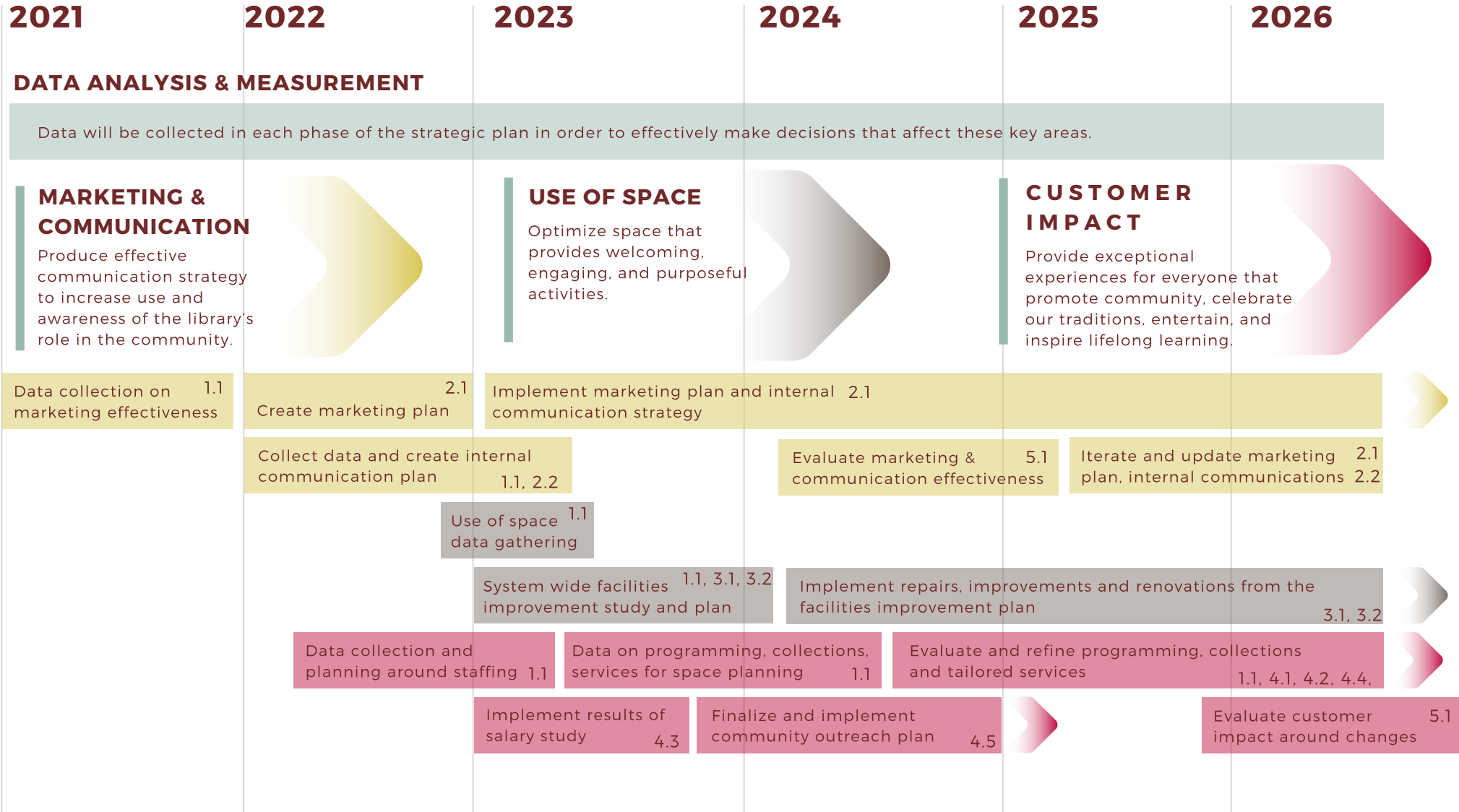


Library Mission

To create educational, social, entertaining experiences to inspire our local community to **explore, gather, and grow.**







STRATEGIC PLAN 2021-2026

DATA ANALYSIS & MEASUREMENT

1.1 Data Collection

Collect data important to decision making in areas of strategic focus.

5.2 Data Evaluation

Evaluate data to make necessary revisions and iterations of strategic plan

MARKETING & COMMUNICATION

2.1 Audit, Plan, and Implement Internal Communication Plan

Audit current communications and plan appropriate methods to gather, disperse, store, update, and prioritize communications considering target audience, messaging, timing, vehicle, and frequency. Analyze and evaluate for awareness, impact, and effectiveness.

2.2 Audit, Plan, and Implement External Communication Plan

CUSTOMER IMPACT

4.1 Identify & Refine Programming Priorities

Audit current programs and use data provided by Impact and Accountability Task Force to review and refine goals. Determine data needs and review priorities to develop program goals.

4.3 Attract and Retain Customer-Focused, Talented, and Motivated Staff

Assess the organization and set goals for retention, benefits, salary, work environment, and training. Define and communicate job competencies.

4.2 Review and Revise Collections Philosophy and Circulation Policies

Use current data including community interests and trends to review and revise collection philosophy and circulation policies. Develop long term philosophy, short term goals, and create a schedule.

4.4 Evaluate and Define Tailored Services

Audit current services and use data provided by Impact and Accountability Task Force to review and refine goals. Determine data needs and review priorities to develop service goals.

4.5 Finalize and Implement Community Engagement and Outreach Plan

Develop and maintain existing key partnerships and assess new collaborations. Evaluate partnerships annually to determine scope of work and sustainability.

USE OF SPACE

3.1 Audit, Plan, and Implement Public Space Plan

Conduct usability study to determine current use of public space and resources, considering location, size, availability, uses, and amenities; evaluate results; and create a master plan.

3.2 Audit, Plan, and Implement Staff Space and Resource Plan

Conduct staff space evaluation to determine areas of need including sufficient resources such as furniture, technology, and equipment in order to maximize performance and workflow.