FOCUS AREAS, GOALS, AND OBJECTIVES

VISION: A welcoming library that inspires imagination and ideas.
MISSION: We empower people by creating opportunities that enrich their lives with information, activities, and services.

Board Approved on March 26, 2019

Information, Learning, and Entertainment
- Improve efficiency in circulation and collection development.
- Increase the number of active patrons.
- Standardize staff training.
- Update current circulation and collection development policies and procedures.
- Improve data collection and reporting.
- Implement distance learning and online meeting capabilities.
- Develop convenience services for patrons.
- Develop a training framework with curriculum and responsibilities.
- Train staff according to framework and job function.

Fiscal Sustainability
- Improve system-wide funding equity.
- Increase revenue from local fundraising and grant writing.
- Align system revenue with strategic goals.
- Create a four-year fundraising plan(s).
- Conduct targeted fundraising campaigns.

Community Collaboration
- Expand library awareness in the community.
- Expand collaborations with partners that support shared goals.
- Create new branding materials.
- Develop targeted marketing plans.
- Conduct a branding campaign.
- Conduct a branding campaign.
- Improve goal alignment with local business, government, chamber, and/or other community organizations.
- Expand goal alignment with local schools and youth organizations.

Welcoming, Safe, and Versatile Spaces
- Improve the physical appearance of library buildings.
- Create online community spaces that support patron interaction with peers and library staff.
- Update safety plans.
- Develop space and maintenance plans.
- Implement space and maintenance plans.
- Expand online interactive technologies.
- Create online, interactive spaces and programming for targeted communities and/or topics.