STRATEGIC PLAN

2023 - 2026

BACKGROUND

The Covid-19 pandemic impacted library service and the library's engagement with the community it serves in myriad ways. The past three years have borne witness to several historic shifts in how we live, work, and interact with each other.

During 2022, the library engaged numerous stakeholder groups, including the Board of Trustees, library staff, community organizations, and more than 1,700 community members to provide input that informed the goals and strategies included in this strategic plan.

Grounded by the library's commitment to provide equitable access to our community, our goals and strategies respond to this engagement in a way that both leverages the library's current successes and responds to identified opportunities.

This plan will move the library forward purposefully, as data and extensive feedback inform the following goals and targeted strategies in pursuit of our mission.

OUR MISSION

Through dedicated personal service, we connect our diverse community to resources and experiences that educate, enrich, and inspire.

STAKEHOLDER ENGAGEMENT

STRENGTHS

When asked what the library does best, survey takers reported: a high level of customer service, access to myriad materials and resources, and updates that have made using the library more convenient, such as ease of renewals and going fine-free.

REPRESENTATION

The community engagement phase of the planning process revealed opportunity to more effectively reach community members who are traditionally underrepresented in library usage. Survey takers also indicated a variety of languages should be more represented in the library's collection.

YOUTH ENGAGEMENT

Residents expressed interest in more dynamic and play-centered children's spaces. In addition, stakeholder feedback indicated opportunity to deepen relationships with organizations serving youth and adolescents of all ages.

TECHNOLOGY

Survey takers identified tools and technology that would benefit their households: 3D printers, digital studios, hotspots, Roku, sewing machines, and telescopes. Survey takers also expressed interest in trying new technologies they do not personally own.

COVID-19 PANDEMIC

Community members indicated that the Covid-19 pandemic had affected their use of the library, noting factors such as "getting out of the habit" of visiting the library and the temporary pause on children's in-person activities.
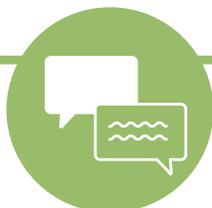
AWARENESS

Stakeholder groups noted the importance of expanding marketing and outreach efforts to not only increase awareness of the library's vast resources among current users, but also to expand understanding of the library's role in the community more broadly.

GOAL 1

BE A FORCE FOR COMMUNITY ENGAGEMENT OPPORTUNITIES.

OUTCOME

The library identifies, meaningfully engages with, and develops service offerings tailored to different audiences throughout the district, especially underrepresented communities.

STRATEGIES

- Strengthen collaborative opportunities with local daycares and centers for early childhood education, including in-person visits and field trips.

- Re-energize partnerships with schools and community organizations, especially to increase engagement with teens.

- Work with diverse community groups throughout the district to identify ways the library can support their needs.

- Identify the most effective and sustainable outreach vehicle(s) to further serve our community needs.

GOAL 2

RE-ESTABLISH THE LIBRARY AS A COMMUNITY DESTINATION.

OUTCOME

The library invests in spaces and opportunities that attract new and existing users, make them feel welcome, and meet their evolved work and social needs.

STRATEGIES

- Develop and implement a Library is Human 2.0 customer service plan that builds upon the foundational work completed during the last strategic plan.

- Reimagine the Cook Park Library children's department to expand the potential level of engagement and interaction, particularly among early learners.

- Optimize space at Cook Park Library to provide more independent, private work spaces to support remote workers and students.

- Continue to recruit diverse candidates for the library staff.

- Explore new opportunities to support social interaction and conversation at all age levels.

- Manage library collections, Library of Things materials, and digital equipment responsively to community need, demographic change, and relevance.

- Incorporate more flexible options for patron service points.

GOAL 3

BUILD COMMUNITY AROUND TECHNOLOGY.

OUTCOME

The library centers its technology resources, programs, and services in the equitable opportunity for all district residents to access technology that supports their work, interests, and education.

STRATEGIES

- Advance the library's efforts to demonstrate and educate users about select technologies, e-resources, and creative tools through a high level of service.

- Align technology offerings with the needs of remote workers and students.

- Develop strategies to reach underrepresented populations within the community through technology services.

- Incorporate renewable energy initiatives and clean technologies in future building repairs and replacements.

GOAL 4

STRENGTHEN HOW THE LIBRARY TELLS ITS STORY.

OUTCOME

Community members have a strong understanding of what the library offers, its role within the district community, and the benefits it holds for individual users.

STRATEGIES

- Make library communications and information available in languages used by large portions of the community, beginning with Spanish.

- Increase targeted communications with local school communities.

- Identify and pursue community outreach opportunities to market the library's services and resources to increase engagement with new audiences.

- Enhance internal communication strategies that reach across departments and resist isolated operations.