

DRAFT



# 2023-2025 Strategic Plan Overview

To fulfill our mission and deliver value to the community, we will set specific goals to pursue through library services, partnerships, programs, spaces, and resources. Underlying all of these goals is an intentional focus on equity, diversity, and inclusion; alignment with community priorities; and a continued commitment to our Library values.

When we are successful in our mission, our community will value the Library as a meaningful and relevant community asset.

## MISSION

To create opportunities and build connections to strengthen our community

## STRATEGIC VISION

People value the Library as a meaningful and relevant community asset

## FOCUS AREAS

### Welcoming spaces

#### GOAL

Create welcoming spaces where everyone belongs

#### GOAL

Operate with transparency and accountability

### Intentional partnerships

#### GOAL

Align with shared community priorities to achieve positive impact

#### GOAL

Celebrate our community culture and heritage

### Dynamic services

#### GOAL

Connect with people where they are

#### GOAL

Promote learning opportunities for personal growth

## VALUES

CURIOSITY

COLLABORATION

INCLUSION

INNOVATION

INTELLECTUAL FREEDOM

ACCOUNTABILITY

The Library's values help answer the question of *how* we get where we want to go. Our Values inform our decisions as we plan the strategies and activities needed to be successful with our strategic plan.

As we continue to build the strategic plan and set key performance indicators or metrics, we can ensure that we stay on track by using a variety of measures and milestones. Some of the measurement tools are included below to demonstrate how these tools might work to assess specific outcomes.

## GOALS

## OUTCOMES

## MEASUREMENT TOOLS

People in our community will...

Key tools include...

Create welcoming spaces where everyone belongs

feel valued, connected, and grounded within their community and within the Library

- Door count
- Net promoter score
- Community surveys

Operate with transparency and accountability

trust the Library and its leadership to serve ethically and professionally

- Net promoter score
- Community surveys

Align with shared community priorities to achieve positive impact

see their needs and interests represented in Library services

- New cardholders
- Cardholder retention
- Circulation
- Door count
- Community surveys

Celebrate our community culture and heritage

see their traditions and stories reflected and will experience a sense of connection

- Circulation
- Program attendance
- Program participant surveys
- Community surveys

Connect with people where they are

feel supported by their Library and make use of its services

- Market reach
- Community surveys

Promote learning opportunities for personal growth

find the resources and services they need to learn grow throughout their lifetime at the Library

- Circulation
- Community surveys
- Program attendance
- Program participant surveys