

1 < IMPROVE THE CUSTOMER EXPERIENCE IN OUR PHYSICAL & DIGITAL SPACES

- Rebrand the library
- Develop new website
- Update wayfinding in the libraries
- Focus on populations not currently using or as familiar with libraries

MEASUREMENT: DOOR COUNT + WEBSITE STATS

GOAL: INCREASE BY 20%

2 < EXPAND PLACES WHERE PEOPLE CONNECT WITH THE LIBRARY

- Further the SE location conversation
- Launch Evie
- Explore offsite programs with partners

MEASUREMENT: OUTREACH STATS + NEW CARDHOLDERS

GOAL: INCREASE BY 20%

3 < DEVELOP & EXPAND STRATEGIC PARTNERSHIPS

- Define and update "partnership" conceptually and within policies
- Create and implement tracking tools
- Convene community partners to engage in larger community work

MEASUREMENT / GOAL: TRACKING TOOL & BASELINE ESTABLISHED

4 < BUILD OPPORTUNITIES FOR STAFF DEVELOPMENT & ENGAGEMENT

- Create consistent onboarding process
- Provide staff training opportunities
- Further our EDI work
- Develop opportunities for staff across the district to participate on committees, projects, programs
- Implement the Comp Study

MEASUREMENT: STAFF SURVEY / FEEDBACK

GOAL: 75% OF STAFF PARTICIPATE AND SELF-REPORT VALUE

5 < CREATE AND IMPLEMENT KEY METRICS & TRACKING

- Align KPIs with Strategic Plan
- Use data from existing sources to identify opportunities and inform decisions
- Update job descriptions and competencies to align with Guiding Principles

MEASUREMENT: DASHBOARD WITH KPIs CREATED

GOAL: REPORTED MONTHLY

6 < UPHOLD INTELLECTUAL FREEDOM & DEMOCRACY

- Update policies and procedures
- Provide staff learning and discussion opportunities
- Serve as a space to convene community and partnerships
- Advocate for library values and principles

MEASUREMENT / GOAL: ALL STAFF PARTICIPATE IN TRAINING & DISCUSSION; HOST 4 COMMUNITY SESSIONS

PURPOSE:

Align the work of the various departments, keep us focused, and create a framework for reporting on our goals to the Board.

STRATEGIC GOALS 2023