Strategic Plan for 2014-2017

**Our Mission:**
To serve and engage a thriving community of lifelong learners

**Our Vision:**
Be known for more than books

### Strategic Focus

- **Redesign Physical Spaces**
  - Revitalize age- and function-appropriate areas for youth, teens, adults, and seniors
  - Update lighting, furniture, flooring
  - Develop quiet areas and areas for activity and collaboration
  - Revamp and improve entrance and lobby
  - Modify use of shelving and displays
  - Redesign all service points (interior and exterior)
  - Reimagine signage (interior and exterior)
  - Explore use of outdoor areas
  - Create a café space

- **Update Collections**
  - Examine existing collections for quantity and quality
  - Reorganize and re-categorize collections
  - Provide easy access to popular materials
  - Plan for flexibility of future collections
  - Optimize use of online catalog

- **Enhance Customer Service**
  - Explore new service models
  - Add self-service options (e.g., self-checkout, self-service holds, etc.)
  - Revisit hours of operation
  - Investigate options for return of materials
  - Increase professional development for staff

- **Expand and Improve Marketing**
  - Develop and execute a marketing plan
  - Make better use of current marketing technologies and explore new marketing tools
  - Add a full-time staff position – marketing leader
  - Empower staff to be library ambassadors
  - Increase collaboration with Friends of the Library

### Investments

- **Redesign Physical Spaces**
  - A welcoming, efficient, and attractive space for our community

- **Update Collections**
  - Increased circulation and improved user access to all library resources

- **Enhance Customer Service**
  - Delighted patrons served by knowledgeable, happy, and customer service driven staff

- **Expand and Improve Marketing**
  - The Library is recognized as a core community service with a growing and informed patron base