

Strategic Goals & Action Plan: 2026–2030

1. CUSTOMER EXPERIENCE

Provide an outstanding library experience to everyone.

Pillar	Key Outcomes	Sample Metrics	Strategies (2026–2029)
Facilities	Welcoming, accessible spaces	Patron satisfaction; length of visits	Improve seating, signage, lighting; flexible layouts
Collection Use	Easy to find, relevant materials	Circulation per capita; turnover rate	Curate high-interest collections; reader's advisory
Technology	Friction-free access	Wi-Fi uptime; computer wait times	Upgrade equipment; simplify login processes
Services	Positive, inclusive interactions	Repeat attendance; survey feedback	Customer service training; clear service standards
Community Engagement	Trust and loyalty	New cards issued; testimonials	Friendly outreach; consistent messaging

Outcome Statement:

Patrons feel welcomed, respected, and confident using library services.

CUSTOMER EXPERIENCE

Year	Focus	Actions	Anticipated Outcomes
Year 1 – Assess, Align, Stabilize	Understand community needs and optimize spaces	<ul style="list-style-type: none">- Conduct community listening sessions and surveys- Review library spaces, signage, policies, and usage patterns- Inventory current partnerships	Community needs summary, baseline metrics for attendance, space use, and partnerships
Year 2 – Expand Programs & Partnerships	Enhance offerings and connections	<ul style="list-style-type: none">- Launch refreshed or new signature programs- Formalize partnerships with shared goals	Increased program attendance and repeat participation; active partnerships
Year 3 – Deepen Equity, Outreach & Impact	Broaden access and inclusivity	<ul style="list-style-type: none">- Expand off-site/outreach programming- Target underserved populations	Increased outreach participation; greater sense of belonging among patrons
Year 4 – Innovate, Sustain & Plan Ahead	Refresh services and partnerships	<ul style="list-style-type: none">- Refresh programs to remain responsive- Deepen leadership-level partnerships	High repeat attendance; strong engagement with partners
Year 5 – Evaluate, Advocate & Renew	Measure success and plan next steps	<ul style="list-style-type: none">- Evaluate community perception and program effectiveness- Publicly celebrate achievements	Survey data showing increased trust, awareness, and belonging; roadmap for next cycle

2. LEARNING & DISCOVERY

Goal: Expand access to meaningful learning opportunities across all ages.

Pillar	Key Outcomes	Sample Metrics	Strategies
Facilities	Spaces support learning	Program room use; quiet study use	Designated learning zones
Collection Use	Materials support lifelong learning	Nonfiction circulation; topic-based use	Refresh educational collections
Technology	Access to learning tools	Database use; device lending	Promote digital learning platforms
Services	Skills and knowledge gained	Post-program surveys	Outcome-based programs
Community Engagement	Learning partnerships	Partner-led programs	Local experts and educators

Outcome Statement:

Community members gain knowledge, skills, and curiosity for lifelong learning.

LEARNING & DISCOVERY

Year	Focus	Actions	Anticipated Outcomes
Year 1	Audit & establish baseline	<ul style="list-style-type: none">- Audit programs by age and learning outcomes- Refresh early literacy programs- Begin collection assessment & weeding	Program alignment report; caregiver feedback baseline; collection benchmarks
Year 2	Expand offerings	<ul style="list-style-type: none">- Launch new teen/adult programs- Expand early literacy outreach- Hands-on/experiential learning	Participation growth, positive feedback, and increased program attendance
Year 3	Strengthen pathways & equity	<ul style="list-style-type: none">- Strengthen school-age, teen, and adult learning pathways- Refine collections to support creativity	Sustained/increased circulation; consistent program participation; evidence of learning outcomes
Year 4	Innovate learning models	<ul style="list-style-type: none">- Launch signature/innovative learning initiatives- Explore regional/cross-community collaborations	Participation in new learning models; positive partner outcomes
Year 5	Evaluate & scale	<ul style="list-style-type: none">- Assess learning outcomes across all ages- Document best practices and scalable models	Longitudinal learning outcomes; evidence-based models ready for future implementation

3. COMMUNITY CONNECTIONS

Bring people together to share ideas and engage in collaborative community projects.

Pillar	Key Outcomes	Sample Metrics	Strategies
Facilities	The library as a gathering place	Meeting room reservations	Increase group access
Collection Use	Shared cultural experiences	Book club participation	Community reading initiatives
Technology	Hybrid participation	Virtual program attendance	Improve hybrid tech
Services	Social connection	Repeat participation	Intergenerational programs
Community Engagement	Strong partnerships	Active partners; joint projects	Co-created programs

Outcome Statement:

The library strengthens relationships and community belonging.

COMMUNITY CONNECTIONS

Year	Focus	Actions	Anticipated Outcomes
Year 1	Baseline partnerships & engagement	- Inventory partnerships - Assess community space usage	Partnership inventory; baseline demand for spaces documented
Year 2	Expand engagement	- Formalize partnerships with shared goals - Launch collaborative community programs	Increased program attendance; stronger partner relationships
Year 3	Targeted outreach	- Expand off-site/outreach programs - Engage underserved populations	Broader community participation; increased sense of inclusion
Year 4	Scale & sustain	- Deepen leadership-level partnerships - Strengthen collaborative community initiatives	Expanded reach; community recognition; high repeat participation
Year 5	Evaluate & celebrate	- Evaluate partnerships and community perception - Publicly share successes	Evidence of community trust, awareness, and engagement

4. INNOVATION & LEADERSHIP

Goal: Lead with responsive, inclusive technology and services.

Pillar	Key Outcomes	Sample Metrics	Strategies
Facilities	Adaptable, future-ready spaces	Flexible use of data	Modular furniture
Collection Use	New formats embraced	Use of emerging formats	Pilot nontraditional collections
Technology	Increased digital confidence	Tech help sessions	Expand tech coaching
Services	Responsive services	New service adoption	Pilot and evaluate
Community Engagement	Library as a leader	Invitations to collaborate	Regional leadership roles

Outcome Statement:

The library adapts proactively and leads positive change.

INNOVATION & LEADERSHIP

Goal: Lead with responsive, inclusive technology and services.

Year	Focus	Actions	Anticipated Outcomes
Year 1	Assess technology & access	<ul style="list-style-type: none">- Inventory technology and digital access- Identify community and workforce needs	Technology access assessment completed; priority technology needs listed
Year 2	Pilot & expand tech programs	<ul style="list-style-type: none">- Launch digital literacy sessions- Pilot workforce skill-building workshops	Increased technology use; growing attendance in tech programs
Year 3	Deepen digital inclusion	<ul style="list-style-type: none">- Expand access to tech and learning spaces- Strengthen career resources	Higher digital literacy; repeat participation in skill-building programs
Year 4	Innovate services	<ul style="list-style-type: none">- Scale successful tech and digital inclusion programs	Expanded reach and recognition; strong community support
Year 5	Measure & share impact	<ul style="list-style-type: none">- Measure long-term impact of technology and digital inclusion programs- Share outcomes with partners and funders	Demonstrated workforce/digital readiness; community support for tech initiatives

5. GOOD STEWARDSHIP

Secure the future of our library through sound financial policies and a diversified funding strategy.

Pillar	Key Outcomes	Sample Metrics	Strategies
Facilities	Sustainable operations	Maintenance costs; energy savings	Capital planning
Collection Use	Cost-effective investment	Cost per circulation	Data-informed purchasing
Technology	Planned replacement	Lifecycle tracking	Technology roadmap
Services	High impact per dollar	Cost per participant	Focused services
Community Engagement	Broader support base	Donations; volunteers	Friends & Foundation growth

Outcome Statement:

Resources are used wisely to ensure long-term sustainability.

GOOD STEWARDSHIP

Goal: Secure the long-term sustainability of library services.

Year	Focus	Actions	Anticipated Outcomes
Year 1	Baseline & align resources	- Update communications plan - Establish baseline metrics dashboard	Baseline metrics for decision-making; clear communications framework
Year 2	Diversify funding & track performance	- Pursue grants and donations - Implement program evaluation tools	Diversified revenue streams; cost per use tracked
Year 3	Ensure continuity & efficiency	- Monitor service use and costs	Efficient service delivery; service continuity maintained
Year 4	Plan for sustainability	- Advance facility planning and capital improvements - Review funding strategies	Sustainable funding; improved facilities
Year 5	Evaluate & prepare next cycle	- Conduct full strategic review - Document lessons learned	Roadmap for next five-year strategic cycle; evidence-based improvements