

Strategic Plan 2021 - 2025

Making Connections, Creating Stories



Strategic Directions

Deliver Inventive Services and Programs

Goals

- Empower the community by providing experience-based programs, tools, and resources that develop skills
- Enrich people's lives by providing "out of the ordinary," unexpected, and extra special programs
- Contribute to a stronger and healthier community

Potential Strategies

- Establish the Creativity Lab
- Offer new and emerging technologies
- Develop food-related programming
- Offer arts and crafts programming
- Hold library activities at offsite locations
- Hold library activities outdoors

Expand Community Reach

Goals

- Expand community presence at events for all ages
- Create equal opportunities for the underserved or marginalized populations in our community

Potential Strategies

- Attend and participate in community events including literacy nights, downtown events, the farmer's market
- Expand current and create new community partnerships
- Provide targeted outreach to underserved areas and populations

Help Shape the Future

Goals

- Take a leading role in hosting events and conversations on topics that impact the community's future
- Engage youth and youth adults around issues that will prepare them to contribute to the future of the community

Potential Strategies

- Host community forums on a variety of topics impacting the area
- Create a personalized approach to sharing the library's story
- Conduct ongoing outreach to schools to bring awareness to library offerings

Tell the Story

Goals

- Personalize the community's story so people will see themselves as part of it
- Increase awareness of library services and programs, and personalize the library's story
- Serve as a leading resource for community information to increase awareness of the services and programs

Potential Strategies

- Survey the community to see what stories they would like shared
- Celebrate and amplify the positive history of Anderson, Chesterfield, and Lapel through partnerships and displays
- Share local information about the community events and services