



TOWN AND COUNTRY PUBLIC LIBRARY DISTRICT

STRATEGIC PLAN

2022-2024

Mission

Our mission is to enrich the community by offering information, materials, and services, and providing opportunities for connection.

Vision

We strive to create a welcoming space for all people to explore, connect, learn, and play.

Service Initiatives

Space

- Adapt to advancing technology, including hardware and software, to best suit our patrons
- Improve browsability of collection to encourage a patron friendly experience
- Utilize the library grounds to create a more welcoming space for reading, gathering, and programming
- Revitalize the Heritage Center by exploring community partnerships, services, and programs that emphasize local history

Collection

- Maintain and expand our physical and digital collection
- Provide access to diverse and inclusive materials
- Actively promote and highlight our collection to increase circulation

Services

- Encourage and enhance programming opportunities for outreach in the community
- Continue to expand the adult and youth offerings to include a variety of educational and engaging programs that are diverse and inclusive
- Explore and highlight new opportunities to engage teens and younger adults (20-30s) in the community
- Proactively provide reference and readers advisory services to patrons

Communication

- Explore new opportunities to reach out to schools, non-profits, and local businesses
- Focus on converting non-users into library users
- Prioritize professional development for all staff members as well as collaboration across departments
- Incorporate a library mascot into programs and special events to improve marketability and visibility
- Utilize in-house signage and digital platforms to ensure patrons are informed about library usage, services, and offerings

Fiscal Stewardship

- Project and operate within budgets that provide the traditional services expected by our patrons while retaining sufficient reserves to rapidly meet newly identified community needs
- Identify and capitalize on public and private opportunities to generate new revenue
- Create a plan to fund future capital needs
- Ensure that our compensation packages remain appropriate and competitive to allow recruitment and retention of an excellent library staff