



## Strategic Plan 2023 - 2026

**Our Vision: The Effingham Public Library: A catalyst for positive action.**

**Our Mission: The Effingham Public Library creates unique opportunities to connect with learning, support, and the community.**

**Our Values: Connection \* Service \* Leadership**

### Strategic Goals

#### Family Support

- Create opportunities for families to connect and find support and services
  - Develop a quick reference guide that can be shared with families and individuals
  - Host a 140<sup>th</sup> Birthday Party
- Partner with organizations to develop new ways to support families
  - Develop at least 5 new partnerships with local/regional organizations
  - Create programs that address isolation within the aging community
- Foster a sense of safety and connection
  - Create programs that encourage connection, such as Meditate and Mingle and Parent and Child play groups

#### Leadership

- Provide library service to all in our community
  - Review the space and service needs of our library and community
  - Improve access to our meeting rooms and other open spaces
- Implement programs that position the library as a leader in the community
  - Develop a board recruitment and orientation strategy
  - Invite local, state, and federal officials to visit the library
- Improve our marketing and communications to better connect our services to the community
  - Update Communications/Marketing Plan
  - Conduct surveys and studies to better understand the use of library services as well as general awareness
  - Develop tools for cross-promotion within the community



- Look for opportunities to connect with current users about service perceptions

## Education

- Support STEM and arts initiatives through schools and community groups
  - Ensure that the Art Gallery is booked every month
  - Develop monthly STEAM programming
- Develop pathways for communication and partnership with teachers and administrators
  - Promote the library within our local schools
  - Partner with teachers to support the curriculum
- Implement outreach opportunities for all ages to connect with education
  - Launch the Cards for Kids program

## Community

- Partner to support and develop mental health initiatives
  - Establish access to telehealth services for patrons
- Establish programs that address isolation
  - Re-envision the after school program and offerings
  - Partner with Effingham County Museum to provide more local history lectures
- Connect the community with access to services
  - Offer computer classes in the evenings

## Diversity

- Foster a welcoming environment in the library and the community
  - Training for all staff on comprehensive reader's advisory
  - Improve onboarding for new and returning patrons
  - Support staff by providing more training on empathy-based policy enforcement
- Provide access to a diverse range of topics for all ages
  - Create engaging book displays