

# Action Plan 2024

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
  - Host a resource fair to promote the library and connect families with services within the community
- Partner with organizations to develop new ways to support families
  - o Partner with area schools to promote Cards for Kids program
- Foster a sense of safety and connection
  - Develop programs that foster connection within the community

#### Leadership

- Provide library service to all in our community
  - Continue to explore converting to a library district
  - Increase annual circulation by 5%
  - Increase program attendance by 5%
  - Evaluate the non-resident card program
- 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
  - o Increase overall awareness of the library and our many services
  - Revise our social media strategy to increase impact and reach



#### Education

- Support STEM and arts initiatives through schools and community groups
  - o Promote kits during storytime and other programs
- Develop pathways for communication and partnership with teachers and administrators
  - o Promote the library within our local schools
  - o Partner with teachers to support the curriculum
- Implement outreach opportunities for all ages to connect with education
  - Add evening computer classes
  - Develop programs around the story walk at Lake Sara Beach
  - Re-launch the Book Bike

#### Community

- Partner to support and develop mental health initiatives
  - o Re-establish the Memory Cafés once per quarter
- Establish programs that address isolation
  - Develop a "Fix It Clinic" community
- Connect the community with access to services
  - o Explore new material types to add into circulation
  - Host a fundraiser event

#### Diversity

- Foster a welcoming environment in the library and the community
  - Increase active cards held by residents by 5%
- Provide access to a diverse range of topics for all ages
  - Conduct a thorough collection development analysis to ensure we are meeting the needs of all of our users