



Action Plan

2021

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

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

Our Values: Connection * Service

Strategic Goals

Welcoming

- Create and maintain a welcoming environment
 - Develop a staff retention program
 - Develop a recruitment strategy for new board and staff members that reflects the changes within our community
 - Improve board and staff orientation process
- Foster opportunities to greet new residents
 - Support the Chamber's effort with the Diversity and Inclusion taskforce
- Provide library service to all
 - Review staff roles and find the best fit as we explore library service to all
 - Continue to research impacts of providing library service to all of Effingham County

Communication

- Develop useful channels of communication for the community
 - Connect more effectively with users online
 - Develop a new marketing campaign that focuses on community development
- Facilitate communication between the community and new and existing services
 - Connect patrons with new and existing community services through our monthly newsletter
 - Continue to build and strengthen relationships with local government officials



Connection

- Create opportunities for people to engage
 - Increase active donor base by 5% (new donors)
 - Invite local, state, and federal officials to visit the library
- Develop outreach initiatives that foster deeper community ties
 - Register 20 more non-resident cardholders over the previous year
 - Increase resident card redemption by 5%

Education

- Expand opportunities for youth to connect with science, technology, and the arts
 - Provide monthly recorded video of STEAM projects through Facebook and YouTube
- Foster outreach opportunities that support an active and involved community at all ages
 - Create and post 50 Friday Facebook Lives themed “We Make Community Happen” highlighting the library and community opportunities/members

Safety

- Support a safe environment in our community
 - Update emergency plans and procedures as well as test them for effectiveness
- Partner with community leaders to educate the community about our changing neighborhoods
 - Provide three online events around specific topics of impact to the community