



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
 - 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
 - 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
 - Promote kits during storytime and other programs
- 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
 - 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
 - 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
 - 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