



## Action Plan 2025

**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

#### Leadership

- Provide library service to all in our community
  - Increase unexpired resident cardholders by 5%
  - Continue to explore opportunities to expand the library's service area
  - Increase circulation by 5%
- Implement programs that position the library as a leader in the community
  - Work with local agencies to bring better awareness around online scams, online safety, and the use of artificial intelligence
  - Invite local, state, and federal officials to visit the library
- Improve our marketing and communications to better connect our services to the community
  - Explore unique ways to get information to the public, including using public shared spaces
  - Revamp our monthly emailed newsletter
  - Develop our YouTube channel with how to videos, Library of Things, etc.

#### Education

- Support STEM and arts initiatives through schools and community groups
  - Host music programs for all ages
- Develop pathways for communication and partnership with teachers and administrators
  - Include an "Educator's Corner" in our monthly emailed newsletter
- Implement outreach opportunities for all ages to connect with education
  - Promote Cards for Kids
  - Increase after-school offerings



- Re-launch the Book Bike

## Family Support

- Create opportunities for families to connect and find support and services
  - Explore creating affinity group for grandparents raising grandchildren and/or new parents
- Partner with organizations to develop new ways to support families
  - Work with the Family Liaison at Unit 40 as they welcome new families into the community
- Foster a sense of safety and connection
  - Facilitate connections to grief support
  - Work with the multi-county group to establish deflection services within our community

## Community

- Partner to support and develop mental health initiatives
  - Support addiction recovery communities
- Establish programs that address isolation
  - Host programs that include connection and movement and promote wellness
- Connect the community with access to services
  - Host pop up book sales
  - Host a fundraising event
  - Work with city departments and other organizations on a video series of different services available in the community

## Diversity

- Foster a welcoming environment in the library and the community
  - Host programs that focus on policy and international issues
  - Create a community cabinet with hygiene products available to the community
  - Host a volunteer fair to encourage people to connect with service opportunities
- Provide access to a diverse range of topics for all ages
  - Create a program series that addresses timely topics within our local community