Strategic Plan
2017-2018

Vision: "Connecting people with possibilities."
Mission: To nourish, sustain, and improve the quality of life in our community

Goal 1: Align library efforts/services with community goals and needs

    1.1. Objective: Develop/carry out STEAM initiative
    1.2. Objective: Expand literacy initiatives
    1.3. Objective: Expand/improve summer reading initiative.
    1.4. Objective: Determine and meet community *needs* in/out of the library
    1.5. Objective: Initiate/Respond to library/community projects
        1.5.a. Task: Participate outside of the local community (Aspen Inst.)
        1.5.b. Task: Connect with and be active in community projects (Park)
        1.5.c. Task: Develop new partnerships
    1.6. Objective: Work to support economic development in Bayfield

Goal 2: Improve access to information by providing resources and educating users

    2.1. Objective: Stay current with technology in the library
    2.2. Objective: Improve use of physical space
    2.3. Objective: Maximize use of media lab and digitization opportunities
    2.4. Objective: Sustain garden education opportunities
    2.5 Objective: Expand methods of delivery outside of library
    2.6 Objective: Expand teaching/programming opportunities
    2.7 Objective: Database Awareness Programs/Education
    2.8 Objective: Expand collection of unique circulating items
    2.9 Objective: Review marketing and social media plan

Goal 3: Plan for the long-term health of the library

    3.1 Objective: Find more efficient ways to do business
    3.2 Objective: Ensure the safety of the citizens in the community at the library
    3.3 Objective: Prepare a Long Term Budget Plan
    3.4 Objective: Partner with other libraries to maximize library benefits
    3.5 Objective: Create a collection development plan to better align our collection with community needs

3.6 Objective: Investigate new revenue sources

3.7 Objective: Become more skilled at measuring outcomes rather than counting inputs and outputs.

Goal 4: Plan for facility growth to meet future services and collection needs

4.1 Objective: Determine library/community needs

4.2 Objective: Identify stakeholders

4.3 Objective: Determine associated costs and funding

Submitted to the Board of Trustees 2/18/17

Finalized 4/19/17

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