

Strategic Plan 2018-19

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 innovate, cost-effective programming
Art Exhibits and Receptions
Passports and Notary services
- 1.2. Objective: Expand literacy initiatives
- 1.3. Objective: Streamline/improve summer reading initiative
- 1.4. Objective: Determine and meet community needs in/out of the library
- 1.5. Objective: Initiate/Respond to community projects
 - 1.5.a. Task: Participate outside of the local community
 - 1.5.b. Task: Connect with and be active in community projects
 - 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
New Weekly displays to entice customers
Expanded Media Hub services
- 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 community

- 3.1. Objective: Find more efficient ways to do business
Task: Engage staff to offer cost-cutting measures
Greater use of volunteers
- 3.2. Objective: Ensure the safety of the staff and citizens in the community at the library
Task: Conduct annual "active shooters training".
- 3.3. Objective: Prepare a Long-Term Budget Plan
- 3.4. Objective: Partner with other libraries to maximize library benefits
- 3.5. Objective: Create reports to better align the needs of the community

with our collection.

3.6 Objective: Investigate new revenue sources

3.7 Objective: Focus on measuring outcomes vs. counting inputs/outputs

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

4.1 Objective: Determine library/community needs

Task: Conduct general community survey

4.2 Objective: Identify stakeholders

Task: Conduct Business Survey

4.3 Objective: Determine associated costs and funding

Task: Identify grantors and building costs

Submitted to the Board of Trustees 4/17/19

Shelley Walchak, Director