



# 2023-2025 Strategic Plan

The 2023-2025 Scott County Public Library Strategic Plan reflects the organization's desire to emerge from the COVID-19 pandemic stronger, more resilient, and more in touch with customers' needs. It allows for the library to reaffirm its mission and vision, optimize current operations, provide flexibility to explore new opportunities, and remain a good financial steward in the community.

**Mission:** *The Scott County Public Library will provide its patrons with access to materials, programs, and information needed to succeed at school, at work, and in their personal lives. Our patrons will discover the joy of reading and develop a lifelong love of learning and utilize the Scott County Public Library as a focal point of community life that connects and unites people.*

**Vision:** *The Scott County Public Library is where all people learn, know, gather, and grow.*

## **Strategic Direction #1: Adaptive Change**

- Evaluate library spaces, collections, policies, and programs to reflect the needs of the community.
  - Collaborate with and respond to the needs of a wide variety of community partners, existing and new.
  - Increase size of electronic collections to meet increasing demand.

## **Strategic Direction #2: Patron Experience**

- Provide excellent customer service by highly trained, experienced staff.
  - Welcome all with respect, warmth, and acceptance.
  - Emphasize continuing education for staff and trustees.
- Offer a variety of entertaining activities at the Circulation Desk.
  - Through contests and participatory games, build relationships with patrons to facilitate productive, trusting relationships.
- Personalize communication with patrons
  - Provide quick acknowledgment of patron questions and suggestions.
  - Customize occasional newsletter covers according to zip code.
  - Investigate new marketing techniques, including podcasts.

## **Strategic Direction #3: Lifelong Learning**

- Encourage curiosity and the pursuit of knowledge.
  - Develop new Kits for children that focus on STEAM learning.
  - Offer a Library of Things (useful items for checkout.)
  - Develop a Storywalk in collaboration with Scott County Parks and Recreation.