



# STRATEGIC PLAN

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2026-2031



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# Introduction

Scott County Public Library (SCPL) is a vital resource for the community. The library's knowledgeable staff and wide variety of resources support innovative services. To align their goals with the evolving priorities of the community, the library has undergone a comprehensive strategic planning process with feedback from the community and stakeholders. By implementing a new strategic plan, SCPL will renew its efforts to:

- Build connections within the community to meet evolving local needs,
- Enhance technology, outreach, and accessible spaces to improve and expand patron experiences, and
- Invest in library staff and operations to create a strong, resilient, and sustainable organization.

Scott County Public Library engaged Fast Forward Libraries LLC in January to facilitate the planning process in three phases: Learn, Dream, Do. The Learn phase entailed gathering community feedback through a survey, focus groups, and interviews. Board and staff feedback was collected through a survey, as well. In the Dream phase, the Board and staff held workshop sessions to discuss possible future pathways for the library. This document includes the strategic directions and goals that will guide SCPL through the Do phase, as the library executes its vision for the future.



# Process Timeline

January 2026 - June 2026

The Planning Team spent months learning about community needs and developing strategies to advance the library's impact over the next five years.

**Planning Team  
Kick-off**

**January**

**Community  
Input and  
Learning Report**

**February to April**

**Planning  
Workshops**

**April**

**Plan Development  
and Review**

**May**

**Present to the  
Board, Transition  
to Implementation**

**June**

# Vision

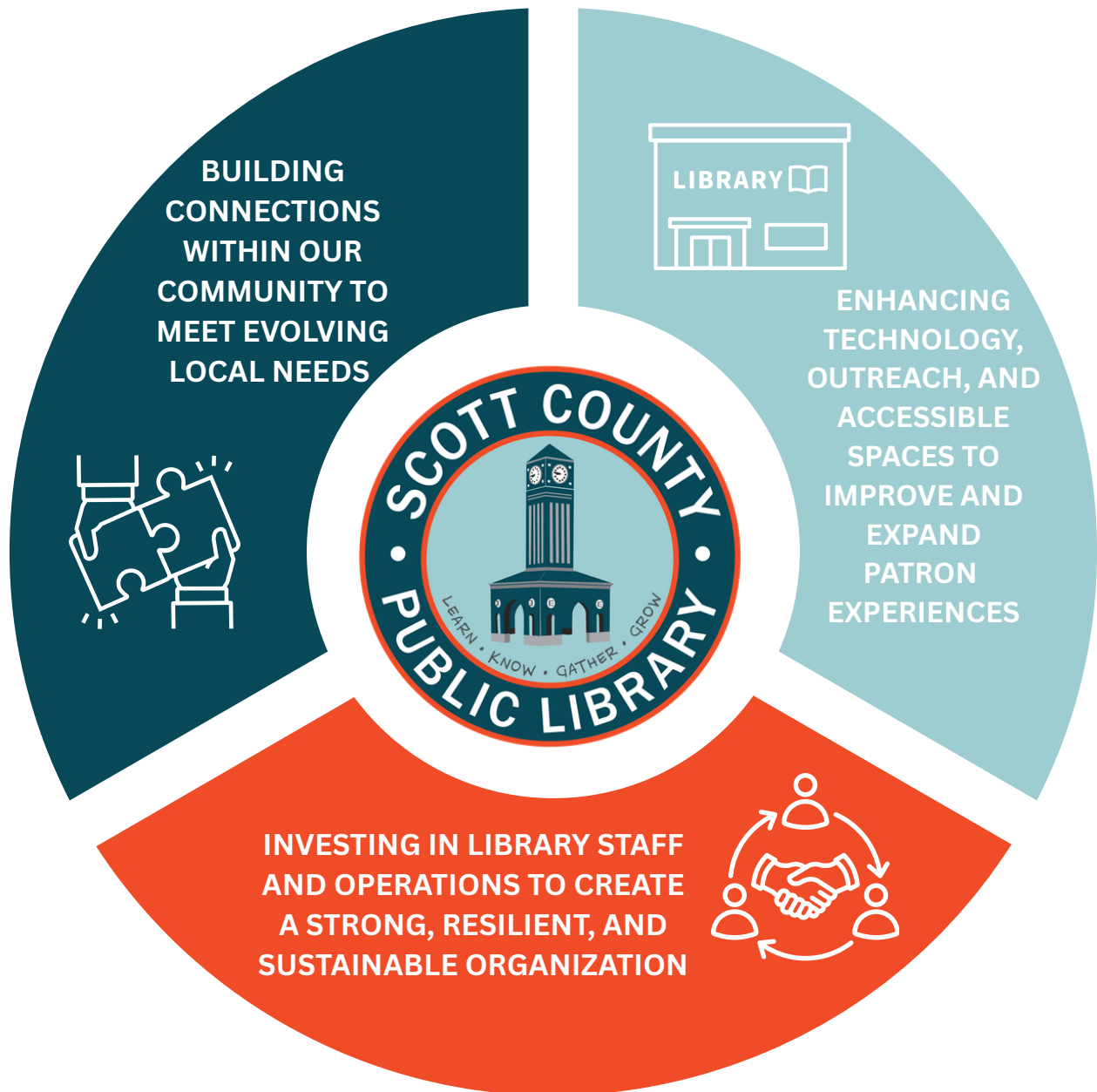
Building a stronger community through discovery, connection, and belonging.

# Mission

We engage, embrace, enrich, and elevate our community through information, resources, and experiences.



# Strategic Directions





## **BUILDING CONNECTIONS WITHIN OUR COMMUNITY TO MEET EVOLVING LOCAL NEEDS**

*We connect with people in many ways to ensure we are a strong partner and expand the library's communications to raise awareness of library services. Our innovative programs and responsive collections provide information, entertainment, and cultural appreciation.*

### **GOALS:**

- 1.1 Cultivate mission-aligned partnerships and outreach efforts that bring library services to underserved audiences.
- 1.2 Evolve communications and marketing to raise community awareness of all the library offers.
- 1.3 Develop flexible programming, resources, and services that meet a variety of community interests and better serve targeted age groups and populations.

### **POTENTIAL OUTCOMES:**

- Increased overall library usage
- Increased new cardholders
- Increased program attendance
- The library is seen as a go-to community partner
- Community members feel a sense of belonging at the library
- Patrons indicate that library programs, resources, and services reflect their interests and cultures





## **ENHANCING TECHNOLOGY, OUTREACH, AND ACCESSIBLE SPACES TO IMPROVE AND EXPAND PATRON EXPERIENCES**

*We provide accessible library spaces where people can meet, work, play, learn, and explore. To meet more people where they are, we also take library services to the community through our bookmobile, tech bus, satellite locations, school delivery, and possibly in more ways and locations in the future.*

### **GOALS:**

- 2.1 Prioritize updates to library spaces and technology to better serve a variety of community needs.
  
- 2.2 Consider expansion of outreach opportunities to bring services to more areas in the community.

### **POTENTIAL OUTCOMES:**

- Increased overall usage
- Library services are expanded beyond the main branch, especially in schools
- Patrons indicate the library is comfortable
- Community members are satisfied with library spaces and hours
- Families and children have easier access to library services
- Library technology is updated and community members feel confident using it
- More community support from new areas of service



## INVESTING IN LIBRARY STAFF AND OPERATIONS TO CREATE A STRONG, RESILIENT, AND SUSTAINABLE ORGANIZATION

*Our staff members support excellent customer service, and the library is prepared for future growth that will meet evolving community needs. We work to provide a strong internal culture where staff can learn, and thrive.*

### GOALS:

- 3.1 Focus on professional development and relationships that lead to continued strengths in customer service and organizational culture.
- 3.2 Ensure the library is a great place to work while balancing economic sustainability and good stewardship of taxpayer dollars.

### POTENTIAL OUTCOMES:

- Staff are satisfied with their roles and retention is high
- Trust and collaboration grow among staff and Board
- Patrons indicate excellent customer service and experiences at the library
- Library services meet community needs
- The library has systems and processes in place to gather and use data for decision making
- Employees at all levels are considered subject matter experts among their co-workers, friends, and patrons of the library



# NEXT STEPS

## Implementation and Evaluation

Now that the vision, mission, strategic directions, and goals have been adopted by the Scott County Public Library Board, staff will develop an activity plan to guide implementation. Implementation is a continual process. The timing of certain activities will be determined by priority and influenced by various factors, such as funding and other resource allocation. Review and adjustment of the activity plan will happen on a regular basis.

Evaluation of progress towards the goals will be ongoing once the plan implementation is underway. The status of activities and progress towards goals will be reported regularly to Trustees and stakeholders.

