



ACORN PUBLIC LIBRARY DISTRICT

STRATEGIC PLAN

MISSION

Acorn Public Library District provides public access to books, digital resources, public programs, and gathering spaces. The Library acts as a vital, inspiring, and responsive center of lifelong learning that meets the educational, recreational, cultural, and informational needs of our diverse community.

VALUES

Respect

We are courteous and kind to all of our patrons and to each other.

A Welcoming Environment

We provide an attractive, safe space for patrons and employees.

Innovation

We anticipate and embrace change in order to respond to the needs of the community.

Excellence

We combine our expertise with creativity and passion when serving our patrons.

Good Stewardship

We use our resources efficiently, responsibly, and effectively.

STRATEGIC PRIORITY AREAS

PATRON EXPERIENCE

GOAL A – Deliver exceptional, consistent, and courteous patron-oriented service.

OBJECTIVES:

- ❖ Continue to strengthen customer service orientation.
- ❖ Evaluate and enhance customer service touchpoints.

GOAL B – Broaden, enhance, and diversify programs and services that support the development of 21st century skills and respond to the community’s educational, recreational, cultural, informational, and technological wants, needs, and interests.

OBJECTIVES:

- ❖ Evaluate, refine, and enhance programs for adults, children, families, and teens.
- ❖ Explore and implement new, unique, and creative program offerings.
- ❖ Evaluate, enhance, and expand service offerings.

GOAL C – Optimize the Library’s operating, programming, and service hours for patron convenience.

OBJECTIVES:

- ❖ Explore opportunities for modifying or expanding operating hours to meet community needs and expectations.
- ❖ Reevaluate program and event schedules to coincide better with patron demand.

MODERNIZATION

GOAL A – Improve the Library’s physical condition, attractiveness, and utility.

OBJECTIVES:

- ❖ Maintain a safe, functioning, well-kept facility and grounds.
- ❖ Upgrade and improve the Library to create a more modern, appealing environment and to enhance the Library’s image.
- ❖ Maximize efficient space utilization.

GOAL B – Upgrade the Library’s information technology capacity, services, offerings, and capabilities.

OBJECTIVES:

- ❖ Enhance and expand the Library’s IT infrastructure and its capacity to meet the community’s needs, wants, and expectations.

LIBRARY COLLECTIONS

GOAL A – Develop and maintain a thriving and evolving collection of physical and digital materials that meets the community’s diverse educational, recreational, cultural, informational, and technological wants, needs, and interests.

OBJECTIVES:

- ❖ Establish persistent, robust collection development strategies and practices for both physical and digital materials.
- ❖ Increase allocated collection development funds toward expanding high-demand, high-use collections.
- ❖ Identify and reduce gaps in the collection.

GOAL B – Enhance the Library’s collection by expanding materials in other languages and exploring special collections of unique, non-traditional materials.

OBJECTIVES:

- ❖ Explore possibilities for adding new materials that will supplement, expand, and evolve the Library’s collection; enhance the Library’s capacity to serve the community; and attract new patrons.
- ❖ Bolster collection of materials in other languages to match the community.

GOAL C – Ensure that the collections are accessible and appealing.

OBJECTIVES:

- ❖ Enhance attractiveness and accessibility of the Library’s collection.
- ❖ Promote the Library’s collection and encourage increased circulation.

“TURNING OUTWARD”

GOAL A – Invigorate the Library’s role as a leader and agent of change within the community.

OBJECTIVES:

- ❖ Assess the Library’s current mindset and level of community engagement.
- ❖ Collaborate and engage with community members in one-on-one and group conversations to identify the community’s challenges and aspirations.
- ❖ Establish ongoing practices for sharing community insights, directing future community work, and taking action.

GOAL B – Enhance communication, marketing, and advocacy efforts.

OBJECTIVES:

- ❖ Enhance and expand dissemination of Library news, services, and programs to the public through social media, newsletters, email campaigns, advertisements, signage, and website information.
- ❖ Implement strategic marketing initiatives targeting specific localities, populations, and demographics, particularly those that are underserved.
- ❖ Explore opportunities for increasing outreach activities and participation in community events, with an emphasis on engaging underserved areas and users.

GOAL C – Nurture, strengthen, and develop new strategic community partner relationships that generate unique opportunities to serve the community.

OBJECTIVES:

- ❖ Develop, broaden, and deepen partnerships with schools, organizations, service groups, and other entities within the District.

STAFF INVESTMENT

GOAL A – Cultivate an organizational culture that values, encourages, and fosters teamwork, respect, communication, creativity, professional development, adaptability, integrity, empowerment, and responsibility.

OBJECTIVES:

- ❖ Expand opportunities for staff involvement, engagement, cooperation, motivation, creativity, and appreciation.

- ❖ Ensure that staff have the appropriate resources, tools, knowledge, education, and skills needed to best serve the Library and the community.

GOAL B – Improve employee satisfaction, retention, and compensation.

OBJECTIVES:

- ❖ Evaluate, revise, and modify employee positions, job descriptions, compensation ranges, and evaluation procedures.