



Strategic Plan 2018-2021





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Mission



INNOVATION



**TRADITION OF
KNOWLEDGE**



MOBILITY



COMMUNITY

Vision Statement

THE CLARK PUBLIC LIBRARY'S MISSION IS TO BE AN INNOVATION HUB WHILE CELEBRATING OUR TRADITION OF KNOWLEDGE, EMBRACING THE FUTURE OF MOBILITY, AND FOSTERING STRONG TIES TO THE COMMUNITY AND BEYOND.



Strategic Plan 2018-2021

During the fiscal year 2017 The Board of Library Trustees, the Library Staff, and community members worked to develop the strategic plan for the Clark Public Library. The purpose of this strategic plan is to create the roadmap that will be used to guide our efforts for the next three years.

GOAL ONE: EVALUATE AND REINFORCE USER EXPERIENCE CONTINUOUSLY.

OBJECTIVES

The Library will:

Establish a system to assess user experience.

Provide training for staff to foster an understanding of trends, innovation, and best practices.

Phase out services not being utilized by our customers and adding new services based on our community's needs.

GOAL TWO: THE LIBRARY WILL BE A BRIDGE TO CONNECT OUR COMMUNITY TO LEARNING AND EMERGING INFORMATION TECHNOLOGY.

OBJECTIVES

The Library will:

Offer professional development and training.

Administer ongoing development of a digital footprint, including the website and social media.

Research new digital trends and listen to our communities technology needs.

Encourage a climate of creativity to enable the staff to adapt to ever-changing technologies.

GOAL THREE: UTILIZE PHYSICAL AND VIRTUAL SPACE.

OBJECTIVES

The Library will:

Research current space in the library community and other learning environments both physical and digital.

Make current space more user-friendly.

Update spaces within the library that are being underutilized by the staff and community.

Foster creativity, life-long learning, exploration, discovery and collaborative learning.

Continue to promote the library as a community center by offering innovative programs and materials.

GOAL FOUR: CREATE STRONGER COMMUNITY TIES

OBJECTIVES

The Library will:

Establish an online marketing plan.

Encourage our librarians to become involved in various organizations.

Determine unmet community needs.

Address unprovided needs for the community.

Continue to build strong partnerships with outside organizations.

GOAL FIVE: LIBRARY DEPARTMENTS THREE YEAR GOALS.

OBJECTIVES

The Library will:

Build partnerships with the families and schools of the community to foster their children's educational, social, and cultural success.



Timeline for the Strategic Plan

- **INFORMATION GATHERING: ONLINE SURVEY, COMMUNITY FORUMS, STAFF SURVEY, AND TARGETED FORUMS.**
- **GOALS AND STRATEGIES**
- **BUDGET AND ANTICIPATED COSTS (TIES INTO CAPTIAL PLAN)**
- **TIMELINE/BENCHMARKS**
- **FINAL REVIEW**
- **MONITORING & EVALUATION**

TIMELINE

SEPTEMBER (INFORMATION GATHERING)

POST SURVEYS ONLINE, E-MAIL STAFF SURVEY, HAVE COMMUNITY FORUMS ATTACHED TO BIG EVENTS IN THE EARLY FALL, AND TARGET FORUMS ATTACHED TO DAY TO DAY PROGRAMMING.

THE RESULTS OF SEPTEMBER'S INFORMATION IS WHAT WILL GUIDE OUR STRATEGIC PLAN AND JUSTIFY MOVING FORWARD WITH A PARTICULAR GOAL.

OCTOBER (GOALS AND STRATEGIES & BUDGET AND ANTICIPATED COSTS)

**GOALS: LONG TERM AIMS; WHAT THE COMMUNITY WILL RECEIVE
STRATEGIES (OR OBJECTIVES) ARE THE “HOW” OF MOVING TOWARDS GOALS.**

NOVEMBER

BENCHMARKS & FINAL REVIEW

2018 CALENDAR YEAR

MONITOR & EVALUATE OUR GOALS ANNUALLY.