

# EXECUTIVE SUMMARY

This Strategic Plan is a living document outlining four initiatives of strategic focus. Each initiative is defined by several goals with specific measurements that will be used to determine if each goal was achieved.

## **Initiative 1 – Sustainability**

The Library must not only participate in long term financial planning to keep the library stable and funded, but we must also maximize, support and engage our most valuable resources: our community and our staff.

- Goal 1: Funding - We will identify and secure sources of funding to support the community's needs for library services.
- Goal 2: Volunteers - We will build and maintain strong relationships with community members who donate their time and hard work to the success and future of the library.
- Goal 3: Staff - We will employ knowledgeable staff who are patron-focused and serve as a resource to the community.

## **Initiative 2 – Patron Services**

The Library will provide programs and services that are responsive to the changing informational needs of Baldwin's diverse population, striking a balance between services at the Library and services that may be used at a distance.

- Goal 1: Programming - We will help build a well-rounded and well-informed community by offering engaging programs on diverse educational and informative subjects.
- Goal 2: Accessible Collections - We will ensure that library resources are available in a wide array of formats including physical materials, digital content, and community-generated content.
- Goal 3: Outreach - We will provide services and programs in community spaces, so residents that are unable to come to the library can still take advantage of the resources and expertise we provide.

## **Initiative 3 – Community Engagement**

The Library will raise its visibility within the community and increase residents' awareness of its programs and services.

- Goal 1: Marketing & Communication - We will increase residents' awareness of our unique programs and services through a variety of methods to effectively maximize our reach into the community.

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- Goal 2: Partnerships - We will be an active member of the civic and business segment of the Baldwin community.

## **Initiative 4 – Facility & Space**

The Library will create thriving spaces where the community can connect, access library resources, and shares their stories. The spaces will be a comfortable, accessible and welcoming environment conducive to the different ways the patrons use the library.

- Goal 1: Patron Experience – We value the benefits of diversity, and believe in providing a place that gives our community the opportunity to foster new relationships and engage and connect with each other.
- Goal 2: New Facility - We will strive to provide a dedicated facility for library services and programs that meet the current and future needs of the Baldwin community.

## **Next Steps:**

Now that areas of focus have been identified and specific goals outlined, we can move forward and start working on plans and procedures to successfully complete each goal. We will use the measurements as guides to ensure that we are focused on achieving the initiatives put forth in this document.

Additionally, the Board will evaluate the Library's accomplishments, challenges and strengths annually to determine if the outlined action plan for each initiative is still realistically obtainable. The Board will also determine if revisions or updates need to be made based on changes to the community or library trends to ensure we continue to fulfill our mission.