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ALBERT WISNER PUBLIC LIBRARY

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STRATEGIC PLAN SUMMARY* 2017-2021

INTRODUCTION

In 2016, the library was named Library Journal's Best Small Library in America for its popular programs and services and its successful engagement with the community. This plan details the planning process that led to the recommendations contained in this report, as well as specific actions that may be taken over the next five years.

The **PLANNING PROCESS**

Members of the Board of Trustees, the library director, Friends of the Library, Foundation members, and staff members met to discuss the future of the library, identify priorities, and set a strategic direction. Information generated during staff and Board discussions and obtained from the community survey informed the development of the plan. The specific planning steps for this revision of the library's strategic plan included the following:

- ◆ **Data analysis**
- ◆ **A community wide survey and planning discussions**
- ◆ **Discussions with staff and board members**



STRATEGIC ISSUES

After reviewing the feedback and discussions, library planners organized information into the following five strategic issues:

- ◆ **The World is Digital**
- ◆ **Community-Focused Engagement and Expanding Awareness**
- ◆ **Services for Children and Teens**
- ◆ **Investment in Staff**
- ◆ **Sustainable Funding and a Future for the Next Generations**



MISSION And GOALS

The library's mission describes the direction that the library adopts as a basis for this plan for the next five years. The guiding goals, broad objectives, and tactical possible action steps identify the overall strategic direction for the library.

THE MISSION

The Albert Wisner Public Library is the community's favorite place to meet, discover, learn, and connect.

GOALS and OBJECTIVES to Help Achieve the Library's Mission

During the next few years, the Board of Trustees and staff of the Albert Wisner Public Library will focus on the following goals to meet changing needs and achieve the library's mission.

Goal One:

Create a responsive, adaptable, and enriching library experience for the entire community

The Albert Wisner Public Library will always listen to our residents. The library will continue to provide a welcoming, adaptable, and inviting environment with knowledgeable and friendly staff that supports the library's service program and meets community needs.

Goal Two:

Build community awareness of the library and its programs

Albert Wisner Public Library, as the Best Small Library in America for 2016, has a highly visible profile and is recognized locally and nationally. The library will continue to see itself as a community leader and expand its reach throughout the community through collaboration with more organizations.

Goal Three:

Provide easy access to resources in all formats, including digital

Local residents will have expanded access to information technology to meet their needs and interests.

Goal Four:

Secure funding sources to create a sustainable future

The future Albert Wisner Public Library will have stable and dependable sources of public and private funding to meet the community's demands for modern library service.



MEASURING SUCCESS

Each year, library staff and Trustees will schedule time to assess their progress in fulfilling this plan. Goals and objectives will be modified depending on feedback from the community and circumstances during the planning cycle. The results of the annual assessment will be shared with the staff and library stakeholders.

In evaluating its success, the library will begin or continue to:

- ◆ **Measure levels of community satisfaction**
- ◆ **Monitor and measure levels of support**
- ◆ **Measure and analyze customer use**



*Visit www.albertwisnerlibrary.org to access the detailed version of this strategic plan.