



# Douglas County Public Library

## STRATEGIC PLAN GOALS

### 2022 - 2027

#### CORE VALUES

Freedom of Access and Information, Stewardship and Accountability, Equitable Service and Treatment, Quality Service, Community Engagement, and Professional Development.

#### MISSION

The Douglas County Public Library meets the informational, educational, recreational and cultural needs of the people of Douglas County by providing a comprehensive and high quality collection of materials, programs, services and technology.

We actively engage in community outreach by providing a relevant and diverse collection aimed at serving the existing, evolving and changing needs and wants of everyone who uses the Library and depends on the Library for educational, social, personal and professional development.

#### VISION

Over the next five years, the Douglas County Public Library is committed to the broader goal of building a truly literate and informed community where existing, evolving and changing individual educational, informational, recreational and cultural needs and wants are met.

The Douglas County Public Library will become a trusted and definitive place for all people and a primary gateway of educational, informational, recreational, and cultural activities by offering a welcoming and inviting place for people to use, striving to routinely improve and enhance the collection of materials, programs, services and technology, and by working collaboratively with community stakeholders.

#### FACILITY IMPROVEMENTS

FI Goal No. 1: Within six months to a year of adoption of this five-year strategic plan, the Douglas County Public Library will develop expanded teen and young adult services and a dedicated space.

FI Goal No. 2: By 2024, the Douglas County Public Library will hire a firm to renovate and reconfigure the existing space at the Minden Library and at the Lake Tahoe Branch in order to improve overall program, resource, and service delivery.

FI Goal No. 3: By 2025, the Douglas County Public Library will develop a dedicated space for programming and education in order to support the development of a supporting technology curriculum.

FI Goal No. 4: By December 2027, the Douglas County Public Library will complete the planning and begin the development of facility improvements needed to support additional program, resource, and service development.

FI Goal No. 5: By the end of this five-year strategic planning horizon, the Douglas County Public Library will complete the plans for and begun implementation of a new branch library, the renovation of the current Minden Branch, or some combination dependent upon resource availability.

#### OPERATIONS, PROGRAMS, RESOURCES, AND SERVICES

OPRS Goal No. 1: Within six months to a year of adoption of this five-year strategic plan, the Douglas County Public Library will successfully and measurably expand overall participation in the existing Summer Reading Program.

OPRS Goal No. 2: By 2025, the Douglas County Public Library will increase overall attendance at and participation in the Library's various youth programs by 80 percent.

OPRS Goal No. 3: The Douglas County Public Library will successfully develop and implement at least five new programs designed to serve identified underserved populations including, but not limited to, specific racial and ethnic populations by December 2027.

OPRS Goal No. 4: The Douglas County Public Library will successfully develop and deliver different programs, resources, and services, with explicit methodologies for implementation, designed to address the existing and evolving technology needs of adults by December 2027.

OPRS Goal No. 5: Over the next five years, the Douglas County Public Library will increase overall library usage by 5 percent each year.

OPRS Goal No. 6: Over the next five years, the Douglas County Public Library will seek out and attempt to secure grant funding opportunities in order to support Library programs, resources, and services.

#### COMMUNITY OUTREACH AND ENGAGEMENT

COE Goal No. 1: Within six months of adoption of this strategic plan, the Douglas County Public Library will develop a comprehensive public relations campaign which will include staff training on the development and execution of various marketing strategies.

COE Goal No. 2: By the end of 2023, the Douglas County Public Library will expand its existing partnership and engagement with the Washoe Tribe to include participation in Tribal events.

COE Goal No. 3: Using existing metrics, the Douglas County Public Library will significantly and measurably increase overall public perception and engagement by 2024.

COE Goal No. 4: By December 2027, the Douglas County Public Library will increase the total number of active community partnerships with Douglas County stakeholders to a minimum target of ten new partnerships.

COE Goal No. 5: Over the next five years, the Douglas County Public Library will increase overall participation in community events and activity outreach and engage with various stakeholders and community organizations in order to more effectively promote Library programs, resources, and services.