

**Vision:** We aspire to be our customers' first choice for innovative, inspiring and fun learning experiences.

**Mission:** To serve our community of lifelong learners.

GOALS

Increase community awareness and visibility of our Library.

Fuel the community's passion for learning.

Achieve operational excellence while ensuring financial sustainability.

Enhance our culture of customer service.

GOALS

TACTICAL STEPS

Create a marketing plan with Ivy group: encompass print, online, and external channels.

Train staff on new marketing plan guidelines.

Develop new partnerships and increase community engagement.

Encourage staff involvement in the community through service clubs, local organizations and groups.

Increase cardholders in underserved areas.

24-Hour Library-In-A-Box: Pataskala and Hanover. Create an implementation team to carry out installation and use.

Create a disturbance: design experience zones, pop-up, hands-on programs at all locations.

Enhance services to schools within our service areas by supporting curriculums and building strong relationships.

Expand local history resources and collections at Main while developing a plan for increased accessibility.

Build and promote the event center and demonstration kitchen.

Evaluate all locations: hours of operations, staffing needs of locations/departments, circulations stats, door counts, proximity of locations.

Encourage outsourcing for financial needs through grants, donations, planned giving, friends group, and create a foundation.

Evaluate current revenue streams: including meeting rooms, fees, sale items, and event center.

Evaluate programs and determine their efficacy: staff hours, expenditure, attendance, etc.

Staff: continuing education, and OLC certification.

Research and evaluate the possibility of going Fine Free.

Create and implement a mentoring program for staff

Create a culture of YES: first impressions, policies, customer services. Provide instruction for staff and record "no's"

Educate staff to be effective promoters of Library resources and services through internal training.

Create a Servant Leadership Training Program.

TACTICAL STEPS

TRANSFORMATION

MEANS

Communicate the shared vision, mission and goals with our stakeholders, enlist their support, and invest the necessary capital.

MEANS