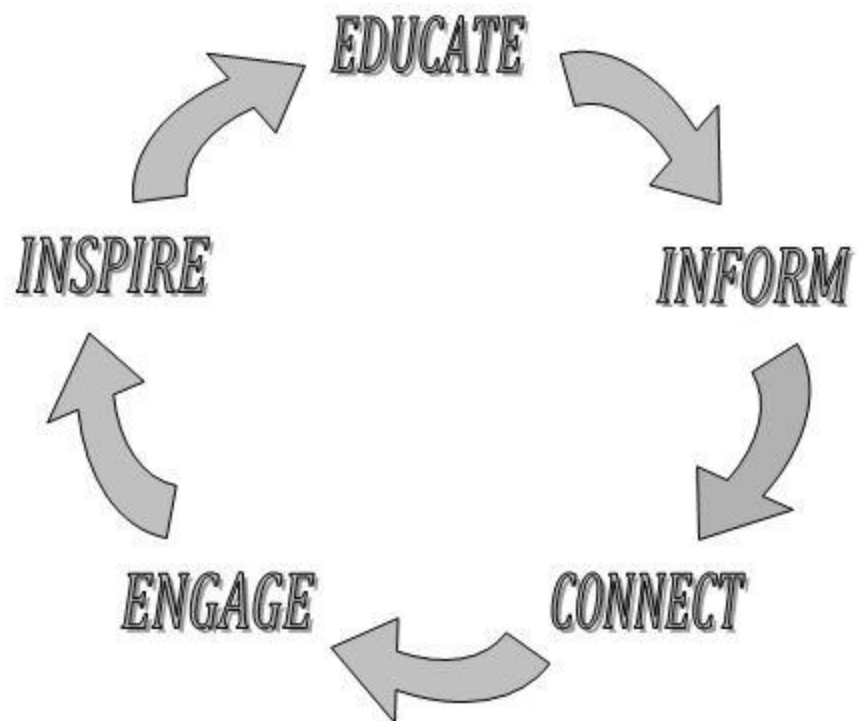




ETHEL EVERHARD MEMORIAL LIBRARY



**STRATEGIC PLAN
2016-2021**

Mission Statement

The Ethel Everhard Memorial Library is dedicated to providing equitable access to services that educate, inform, connect, engage, and inspire.

Vision Statement

The Ethel Everhard Memorial Library recognizes its value and responsibility to the community as an educational, social, and cultural resource committed to excellent stewardship of its physical and financial resources.

Priorities

Priority I: Educate

Facilitate lifelong learning by serving as an educational, social, and cultural agency

Objective - Provide a diverse selection of materials for educational, informative, social, cultural, and recreational purposes to the general adult population. Support formal education and employment efforts for adults. Remove barriers to accessibility to serve all residents, including those with disabilities and other special needs.

Priority II: Inform

Actively inform the public of available library services and resources

Objective - Create public relations standards for formatting of promotional literature and frequency of public announcements for each program or service. Continue to improve usability and presence of website and social media. Present to various groups throughout the community.

Priority III: Connect

Utilize emergent technology and facilitate information literacy

Objective - Provide patrons current word processing software, spreadsheet software, presentation software, and equitable public access to the Internet. Lead computer/tablet workshops and teach patrons technology literacy one-on-one when available. Stay abreast of emerging technologies and ensure that public access computers do not become obsolete.

Priority IV: Engage

Design and offer programs to patrons that are socially and intellectually engaging

Objective - Offer a variety of library programs to engage different demographic groups within the community. Create drop-in activities for passive engagement with patrons. Promote social community gatherings within the library.

Priority V: Inspire

Create young readers and succeed with school-aged kids

Objective - Educate parents and caregivers about the benefits of early literacy. Develop programs to encourage reading at a young age. Communicate with schools and homeschooler families to determine educational support needs. Partner with schools to provide support services when appropriate.

Priority VI: Create and maintain an appropriate community and information hub space

Objective - Create comfortable, attractive, safe, clean, functional public spaces where community members can meet, converse, collaborate and feel pride in their community.

Resources Used

2010-2014 Strategic Plan

Marquette County Service Plan

Federal Census

Wisconsin Department of Instruction: Public Library Annual Report

Wisconsin Department of Instruction: Trustee Essentials

2013 Community Survey

2014 Appreciative Inquiry Conference

Wisconsin Public Library Standards: Fifth Edition, WI Dept. of Public Instruction, 2010.

Strategic Planning for Results, by Sandra Nelson, 2008.

Checklist of Library Building Design Considerations: Fifth Edition, by William W. Sannwald, 2009.