

WATERLOO
public library
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STRATEGIC PLAN 2020-2025



Mission Statement

Provide free access to information, education and recreation in a welcoming environment.

Priority Focus Areas

Community Engagement & Service Promotion

Continuous mobilization to meet people where they are through partnerships, needs assessments and conversations to demonstrate to our community what we offer.

Resource Management Development

Defines and promotes our brand by offering users and nonusers access to our collection and resources while serving as a connector to lifelong learning.

Preserve an Inviting Community Space

A comfortable, inviting space where patrons, businesses and community partners enjoy a welcoming experience.

Focus Area Goals

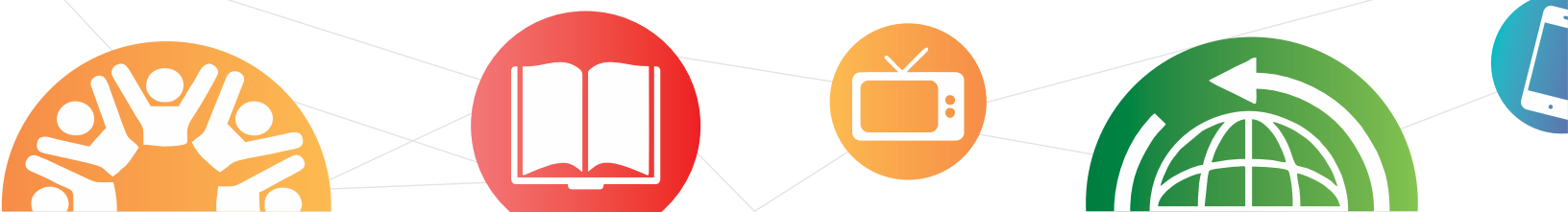
Community Engagement & Service Promotion

Continuous mobilization to meet people where they are through partnerships, needs assessments and conversations to demonstrate to our community what we offer.

Goals: To enhance customer service and the customer experience by creating a welcoming and hospitable environment that keeps people coming back.

To establish a presence in the community to foster awareness and form a personal connection to the library and its programs and services.

To position the library as the community's vital source of information and resources.



Focus Area Goals *cont.*

Resource Management

Defines and promotes our brand by offering users and nonusers access to our collection and resources while serving as a connector to lifelong learning. Resource management includes two secondary focus areas: Digital Resource Management and Physical Resource Management.

Digital Resource Management

Provides an online presence of the library, including 24/7 access to the non-physical items the library offers. This includes: the website, online events calendar, ILS and the public catalog, as well as the digital collection of databases and downloadable material.

Goals: To reach a larger audience through an expanded selection of digital products.

Identify a Content Management System (CMS) that seamlessly integrates digital resources while promoting our collection.

Physical Resource Management

Physical resources that encompass the circulating and noncirculating materials of the library. These include: print and nonprint items, computers and other electronic devices.

Goals: To evaluate the current collection to determine opportunities for growth and expansion.

To develop a technology and electronic device plan.

Inviting Community Space

Offer a comfortable, inviting space where patrons, businesses and community partners enjoy a welcoming experience.

Goal: Conduct a space needs assessment to give direction on upgrades.



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Strategic Planning Committee

Larry Bjortomt
Teresa Dahlgren
Bob Giesler
Endya Johnson
Becky Miller
Lori Petersen
Nick Rossman
Amy Rousselow
Jillian Rutledge

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