UA PL STRATEGIC PLAN 2021-2026

Draft Update 5.13.22

Library Mission

To create educational, social, entertaining experiences to inspire our local community to **explore, gather, and grow.**

DATA ANALYSIS & MEASUREMENT

Aggressively measure efforts and report on results so we can remain accountable to the community and ourselves.

- 1.1 Data Collection
- 5.1 Data Analysis Evaluation

MARKETING & COMMUNICATION

Produce effective communication strategy to increase use and awareness of the library's role in the community.

2.1 Audit, Plan, and Implement Internal Communication Plan

2.2 Audit, Plan, and Implement External Communication Plan

USE OF SPACE

Optimize space that provides welcoming, engaging, and purposeful activities.

3.1 Audit, Plan, and Implement Public Space Plan

3.2 Audit, Plan, and Implement Staff Space and Resource Plan

CUSTOMER IMPACT

Provide exceptional experiences for everyone that promote community, celebrate our traditions, entertain, and inspire lifelong learning.

4.1 Identify & Refine Programming Priorities

4.2 Review and Revise Collections Philosophy and Circulation Policies

4.3 Attract and Retain Customer-Focused, Talented, and Motivated Staff

4.4 Evaluate and Define Tailored Services

4.5 Finalize and Implement Community Engagement and Outreach Plan









STRATEGIC PLAN 2021-2026

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2021	2022	2023	2024	2025	2026
DATA ANALYSIS &	MEASUREMENT				
Data will be collected in each phase of the strategic plan in order to effectively make decisions that affect these key areas.					
MARKETING & COMMUNICATIO Produce effective communication strate to increase use and awareness of the librat role in the community	ay ay	USE OF SPACE Optimize space that provides welcoming, engaging, and purposefu activities.		CUSTOMER IMPACT Provide exceptional experiences for everyon promote community, co our traditions, entertain inspire lifelong learning	elebrate n, and
Data collection on 1.1 marketing effectiveness	2.1 Create marketing plan	Implement marketing plan a communication strategy	nd internal 2.1		
	Collect data and create i communication plan	nternal 1.1, 2.2	Evaluate marketing & communication effectiv	5.1 Iterate and upda eness plan, internal cor	te marketing 2.1 mmunications 2.2
		e of space 1.1 ta gathering			
		System wide facilities 1.1, 3.1, improvement study and plan	3.2 Implement repairs, imp facilities improvement	provements and renovation plan	s from the 3.1, 3.2
	Data collection and planning around sta		-	nd refine programming, co ed services	bllections 1.1, 4.1, 4.2, 4.4,
			alize and implement nmunity outreach plan 4.5		valuate customer npact around changes

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STRATEGIC PLAN 2021-2026

DATA ANALYSIS & MEASUREMENT

1.1 Data Collection

Collect data important to decision making in areas of strategic focus.

5.2 Data Evaluation

Evaluate data to make necessary revisions and iterations of strategic plan

MARKETING & COMMUNICATION

2.1 Audit, Plan, and Implement Internal Communication Plan

2.2 Audit, Plan, and Implement External Communication Plan Audit current communications and plan appropriate methods to gather, disperse, store, update, and prioritize communications considering target audience, messaging, timing, vehicle, and frequency. Analyze and evaluate for awareness, impact, and effectiveness.

CUSTOMER IMPACT

4.1 Identify & Refine Programming Priorities

Audit current programs and use data provided by Impact and Accountability Task Force to review and refine goals. Determine data needs and review priorities to develop program goals.

4.2 Review and Revise Collections Philosophy and Circulation Policies

Use current data including community interests and trends to review and revise collection philosophy and circulation policies. Develop long term philosophy, short term goals, and create a schedule.

4.3 Attract and Retain Customer-Focused, Talented, and Motivated Staff

Assess the organization and set goals for retention, benefits, salary, work environment, and training. Define and communicate job competencies.

4.4 Evaluate and Define Tailored Services

Audit current services and use data provided by Impact and Accountability Task Force to review and refine goals. Determine data needs and review priorities to develop service goals.

4.5 Finalize and Implement Community Engagement and Outreach Plan

Develop and maintain existing key partnerships and assess new collaborations. Evaluate partnerships annually to determine scope of work and sustainability.

USE OF SPACE

3.1 Audit, Plan, and Implement Public Space Plan

Conduct usability study to determine current use of public space and resources, considering location, size, availability, uses, and amenities; evaluate results; and create a master plan.

3.2 Audit, Plan, and Implement Staff Space and Resource Plan

Conduct staff space evaluation to determine areas of need including sufficient resources such as furniture, technology, and equipment in order to maximize performance and workflow.