



Strategic Plan 2023-2025

(FY 23/24 - FY 25/26)

Mission:

The mission of the Conrad Public Library is to provide services, spaces, and experiences that promote literacy, inspire curiosity, and strengthen community.

Vision:

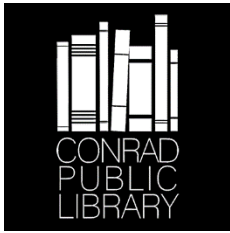
The vision of the Conrad Public Library is to be the heart of a thriving, engaged, and welcoming community.

Core Values:

- equity and access
- literacy and lifelong learning
- community and collaboration
- intellectual freedom and diversity
- professionalism and transparency

Strategic Area of Focus: Equity & Access

- *Goal: Library patrons are able to access the Internet and use the online resources they need.*
 - Objective 1: Maintain financially sustainable Internet service.
 - Objective 2: Ensure Internet connection stability.
 - Objective 3: Offer technology assistance and classes that teach patrons how to access what they need online.
- *Goal: Everyone in the community feels welcome and represented in the library.*
 - Objective 1: Implement staff training on diversity, equity, and inclusion.
 - Objective 2: Explore the methods of a diversity audit to ensure the collection is reflective of our community and appropriately depicts the wider world.
- *Goal: Those unable to visit the library building have access to library programs and services.*
 - Objective 1: Deliver items and services to assisted living facilities.
 - Objective 2: Provide a robust collection of digital content.
 - Objective 3: Maintain an updated website with helpful information and resources.



Strategic Area of Focus: Community & Collaboration

- *Goal: The community is aware of the library and what it offers.*
 - Objective 1: Participate in annual community-wide events.
 - Objective 2: Market library programs and services to reach underserved groups.
 - Objective 3: Provide regular opportunities for library users and potential users in the community to voice their library needs.

Strategic Area of Focus: Investment in Youth

- *Goal: Local children ages 0-5 develop early literacy skills that improve their school readiness.*
 - Objective 1: Partner with community organizations to promote Dolly Parton's Imagination Library registration.
 - Objective 2: Reach underserved families with Ready2Read tools.
 - Objective 3: Explore options to include Saturday operating hours for families.
 - Objective 4: Revamp 1,000 Books Before Kindergarten program for new generation of children and families.
- *Goal: Local teens have an appealing space to be and interesting programs to participate in.*
 - Objective 1: Implement a Teen Advisory Group to aid in teen program development.
 - Objective 2: Explore creating a more designated teen area.

Strategic Area of Focus: Library as Place

- *Goal: The community can depend on a safe and functional library building.*
 - Objective 1: Pursue design vision and plan for the historic building through a Preliminary Architectural Report.
 - Objective 2: Secure necessary funding for capital improvement projects.
- *Goal: People in the community have a space that is conveniently available at which to freely spend time, work, study, or gather together.*
 - Objective 1: Explore options to include Saturday operating hours to accommodate community interest.
 - Objective 2: Create more comfortable seating and study areas.
 - Objective 3: Provide flexible meeting spaces that accommodate appropriate meeting equipment.

Approved by the Conrad Public Library Board of Trustees: May 19, 2023