

CORE SERVICE VALUES



Ella Johnson Memorial Public Library will be a first-class library that responds to the needs of our rapidly growing population and serves as the cornerstone of our vibrant community by:

- Uniting and strengthening the communities we serve by providing access to resources and programming that enriches the lives of library users,
- Implementing visionary innovation that responds to the changing information and learning landscape, and
- Fostering community engagement that supports the advancement of services and the growth of the economy of our District.

VISION STATEMENT



Make the library a destination.

- Identify priorities for future library space usage
- Analyze options using scoring system designed around community needs
- Communicate plans to the community and elicit feedback
- Pursue expansion project that responds to the needs of the community and meets the facility standards for public library buildings set in *Serving Our Public 3.0*

Increase learning and growth opportunities for all community members.

- Expand and strengthen library's role in literacy skill building and digital fluency
- Foster community partnerships that enhance library and partner resources
- Expand cultural arts programming for community
- Create spaces and programming to facilitate opportunities for civic engagement

Ignite interest in the library through engaging and responsive communication techniques.

- Develop marketing and branding plan
- Develop targeted communication
- Proactively respond to emerging cultural trends that affect information gathering habits

Develop an organizational culture that empowers staff and maximizes the library's effectiveness.

- Build staff and organizational capacity to innovate
- Use outcomes-based evaluation to drive planning
- Strive for collaboration between departments, teams and individuals
- Provide ongoing development opportunities for staff and trustees regarding trends in library administration