



# CLARKSVILLE-MONTGOMERY COUNTY PUBLIC LIBRARY Three-Year Strategic Plan

## MISSION

Clarksville-Montgomery County Public Library champions learning and reading, ignites imaginations, and delivers access to information and ideas.

## VISION

The Library is a core community asset engaging residents throughout Clarksville and Montgomery County by advancing literacy, enriching lifelong learning, and providing leadership in technology access.

## GOALS & STRATEGIES

### **Goal 1: Using a Library System Approach, Extend the Reach of Services and Resources More Broadly in the County**

#### **Strategies:**

1. Review consultant recommendations on extending library service and determine an option to pursue
2. Build stakeholder and community support for the chosen option
3. Develop a plan to implement and fund the chosen library service model

### **GOAL 2: Enhance and Refine Current Library Programming and Services to Better Serve User Needs**

#### **Strategies:**

1. Create and implement a plan, to include rearrangement of the current space and enhanced staffing, to reinvigorate the teen area and teen programming offerings
2. Improve adult programming activities, both at the current library and in other spaces throughout the community
3. Develop at least one, effective community partnership each year, to increase teen or adult programming

4. Review the materials and book collection, and work to increase and improve resources that match community needs, and increase usage

### **GOAL 3: Raise Public Awareness of Services and Resources to Increase Use of the Library**

#### **Strategies:**

1. Increase marketing efforts throughout the County regarding the full range of Library services and resources
2. Develop a staffing structure and budget to effectively support increased public awareness activities
3. Cultivate at least two new marketing partnerships in the community to advance awareness of Library services

### **GOAL 4: Review Internal Processes to Improve Efficiency, Consistency and Communication**

#### **Strategies:**

1. Working with staff teams, examine current work procedures and policies to ensure staffing resources are used effectively in serving patrons
2. Create a long-term staffing and performance plan to incorporate both current and expected expansion of library service models
3. Open additional channels for staff input into decision-making on implementing long-term goals
4. Provide additional professional development opportunities for all staff, focusing on effective patron service, team building, and internal communications