



# Anacortes Public Library

# Strategic Plan

# 2016 – 2020

Adopted by the Anacortes Public Library Board of Trustees on October 17, 2016

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# A Message from the Anacortes Public Library Director



I came to Anacortes three years ago with “The Library is at the Heart of the Community” as my motto. Our Strategic Planning process has reaffirmed what I have come to embrace as my revised motto, “The Community is at the Heart of our Library.”

The Anacortes Public Library has been both at the heart of the community and the community at the heart of the library for more than 100 years. Anacortes so loves their library that they wanted the new building to be on the existing site – to keep it close to the center of Anacortes and firmly established in the heart of Old Town.

Just as Anacortes has changed over the past ten, twenty, one hundred years, so have libraries changed and our library will continue to adapt to meet the needs of the Anacortes community. Feedback received from our strategic planning process confirmed that those who live and work in the Anacortes area would not only like broader access to our collections, they aspire for a greater sense of connection with one another, and see the Library as a vibrant civic focal point and resource hub for the Anacortes community. There is also a desire for the Library to firmly establish itself as a “third place” where everyone can come together and learn from one another. Another important outcome from the process is the identified need for us to use our limited library resources wisely, including staff, funding, and technology. We welcome community interest in our survey results located on our website, [www.library.cityofanacortes.org](http://www.library.cityofanacortes.org).

Based on the information gathered, we have established a mission, vision, values, goals and objectives that are reflected in the pages that follow. It is APL’s underlying belief that we are here to do our best in making Anacortes a better place to live and work for all of its citizens, the people we serve.

Our Strategic Plan is just a beginning and I look forward to more conversations to help us achieve our goals, which can only be accomplished in partnership with all of you.

A handwritten signature in black ink that reads "Sheri Miklaski". The signature is written in a cursive, flowing style.

Sheri Miklaski

## APL 2016-2020 STRATEGIC PLAN

# Mission

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The mission of the Anacortes Public Library is:

*To empower a lifetime of discovery.*

## APL 2016-2020 STRATEGIC PLAN

# Vision

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The vision of the Anacortes Public Library is:

*To enrich the present and inspire the future.*

# APL 2016-2020 STRATEGIC PLAN

## VALUES

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The values of the Anacortes Public Library are:

- We Promote Literacy and a Love of Reading
- We are Respectful and Mindful
- We are Informed
- We Demonstrate Excellence
- We Act with Compassion
- We Prioritize Service to our Community
- We Support the Right of Library Users to Read, Seek and Speak Freely as Guaranteed by the First Amendment
- We Protect the Confidentiality of Information about Library Users and What They Access

# APL 2016-2020 STRATEGIC PLAN

## STRATEGIC FOCUS

APL began our strategic planning process by soliciting feedback from library users through a community survey and focus groups involving library users and non-users as well as key stakeholders. We received approximately 450 completed surveys containing a great deal of information on what library users currently value and what they would like to receive from the Library in the future. The majority of respondents let us know that they view the library environment as welcoming and helpful for library users.

Based on the results of the community survey and community focus groups, the Library seeks to:

- Support the love of reading and learning.

- Develop the Library as a place that is inclusive and encourages greater use of the Library by all, and especially for teens and young adults.
- Provide access to information and resources to introduce ideas, build skills, and support early literacy and lifelong learning.
- Promote discovery and creativity.
- Expand digital resources while ensuring that library users have access to materials in formats they want.
- Support a stronger Anacortes through participation in community-building activities by strengthening the Library's partnerships with the school district, service organizations, and city departments.

The Anacortes Public Library supports the American Library Association's *Libraries Transforming Communities* initiative, and intends to pursue the new tools and resources offered by ALA to enhance APL's presence in the Anacortes community. More information on this initiative may be found at <http://www.ilovelibraries.org/librariestransform/>.



# APL 2016-2020 STRATEGIC PLAN

## GOALS

The strategic focus outlined on the previous page will serve as the foundation for the planning that will take place over 2016-2020. In the short-term, four goals emerged from the strategic planning process that will guide our work over the next two years (2016-2018). These goals are:

1. **Library Programs and Services.** Assess and explore new and different library programs and services to enhance access and encourage discovery.
2. **Communications and Branding.** Identify and brand the Library to define who we are and what we do. We will be visible in the community and reach out to library users and non-users alike.
3. **Space Planning and Utilization.** Redesign library space in order to promote collaboration and be responsive to user priorities and citizen interests.
4. **Library Staffing and Professional Development.** Focus our use of library staff to meet current and future staffing needs, best practices in the library profession, and innovative staff development and training.



# APL 2016-2020 STRATEGIC PLAN

## OBJECTIVES

In order to achieve the Library's goals, the following objectives will be completed over the next two years (2016-2018):

### **Programs and Services and Improved Access**

Objectives:

1. Expand digital offerings and online resources (such as Overdrive and other available software for access to books, music, films) to be more available to library users.
2. Evaluate open hours and identify impacts of options to expand/change hours.
3. Explore programs to satisfy unmet community needs and make library users more aware of current library services and offerings.
4. Enable greater access points and outreach opportunities for library patrons.

### **Communications and Branding**

Objectives:

1. Adopt a new APL logo.
2. Create an improved library website integrated with a library app.
3. Enhance use of social media.
4. Improve communication to community about library activities.

### **Space Planning and Utilization**

Objectives:

1. Evaluate current library space for redesign options to maximize more diverse and targeted use.
2. Wisely use remaining capital funds to re-envision/modernize the Library.
3. Involve the staff, board, and community in future space planning.
4. Plan for a future makerspace/computer lab and/or flexible meeting space.

### **Library Staffing and Professional Development**

Objectives:

1. Determine the best way to allocate limited resources through a staffing analysis, classification/compensation study, and the use of other helpful data.
2. Identify specifically what we should start/stop doing in order to expand our available resources.
3. Look for additional resources to manage/expand on the use of volunteers.
4. Look for professional staff and team development opportunities targeted to APL's needs.

# APL 2016-2020 STRATEGIC PLAN

## OUR COMMITMENT

Anacortes Public Library is committed to providing excellent service to our library users. Our purpose is to provide information to all users about library resources and services; provide collections, services, and assistance that encourages exploration of the world of ideas and information; help users develop the knowledge and skills they need to live, learn, and work; and to guide users to appropriate materials in all formats. Our new Strategic Plan will guide how we approach the delivery of our services over the next five years.

We believe that transparency is critical to encouraging involvement in library activities and to keep us accountable to achieve results. Therefore, we are committed to reporting on our progress in implementing the plan. We encourage library users to check the public website for ongoing information and to continue to let us know how we are doing as we embark on this new Strategic Plan.

We continue to seek out new ways to communicate with our community in order to better understand their needs, now and in the future. In everything we do, we will listen to our users.

