



STRATEGIC DIRECTION 2022-2025

GOAL 1: ENGAGE THE COMMUNITY

Focus on engaging the community and solidify the library's role within it.

Initiatives

1. Create a sense of the "Fremont Community" to foster a sense of belonging for our patrons.
2. Increase communication with community partners.
3. Improve the aesthetics, condition and layout of the physical library to provide better spaces for community groups to collaborate.
4. Meld virtual and physical uses of the library to keep everyone in the community engaged.

Outcome

- People who live in district will be aware that they are members of Fremont and will be familiar with what we offer and where we are located and will feel a sense of pride in their Library community.

Measurements

- An increase in subscriptions or engagements online as well as new sign-ups or renewals of library cards, and library attendance.

GOAL 2: INSPIRE CREATIVITY

Support creativity and help connect the community to new ideas and experiences.

Initiatives

1. Provide programs and classes that encourage innovation and creativity.
2. Partner with craftsmen, artists, and scientists.
3. Procure technology tools to assist in creative projects.
4. Provide a physical space for creativity for all ages.
5. Offer virtual programs, kits and electronic resources to help foster creativity at home.

Outcome

- The community will think of Fremont Library as a space in which creativity is celebrated and encouraged.

Measurements

- Attendance of programs using the arts will increase, use of creative tools, supplies, and spaces will increase. Use of our creative materials and online resources will increase.

GOAL 3: ENRICH MINDS

Ensure that access to media and other enrichment offerings are adaptive and accessible for all.

Initiatives

1. Increase the library's virtual collections to enable 24 hour access to a wider variety of materials for learning and entertainment.
2. Engage with the Fremont community members who are unable to connect online or easily access the physical library. Investigate transportation alternatives as well as creative delivery options.
3. Improve the library's physical spaces to better engage with pre-teens and teens, and bring the adult materials together so patrons can receive quality reference and reader's advisory in one place.

Outcome

- All members of the Fremont community (including those with disabilities, seniors, and teens) will find their library experience enriching and worthwhile.

Measurements

- Teen library card usage will increase and usage of the teen and pre-teen areas after school and on weekends will increase.
- The number of offsite library outreach engagements will increase.
- Door counts combined with drive-up and outreach/mobile library visits will increase.

The above initiatives may each require staffing changes and/or education as well as funding to complete. Individual tasks that meet these initiatives are listed in a working spreadsheet so that we may follow the progress of each project and note when it has been completed.