



CARMEL CLAY PUBLIC LIBRARY

2020-2022 STRATEGIC PLAN

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GOALS & OBJECTIVES

RELATIONSHIPS

GOAL

Adults, teens, and children will encounter welcoming places and helpful and knowledgeable staff in a user-focused, community-supported institution.

OBJECTIVE

Community residents and users will be aware of programs, events, new products and services, and other library offerings through multiple channels, including social media, and at locations throughout the community.

OBJECTIVE

Users will have virtual access to library services and information about library programs through a functional, responsive website and social media.

OBJECTIVE

Users will be able to find valuable materials, resources, programs, and staff assistance that address diverse needs and desires.

OBJECTIVE

Users will encounter knowledgeable and welcoming staff members striving to help them enjoy their library experiences.

OBJECTIVE

Community supporters will demonstrate their support for the library, its programs and experiences, and products and services through taxpayer support and private donations of time and money.

PROGRAMS & EXPERIENCES

GOAL

Adults, teens, and children will be able to engage in programs developed, hosted, and/or sponsored by the library, resulting in memorable and fulfilling experiences.

OBJECTIVE

Users will receive personal, professional assistance from library staff with individual projects.

OBJECTIVE

Users will gather as a community for learning and leisure through events, speakers, and workshops.

OBJECTIVE

Users will be able to use media and materials to advance literacy for personal growth and cultural awareness.

OBJECTIVE

Users will enjoy a wide range of programs and experiences presented in indoor and outdoor settings.

PRODUCTS & SERVICES

- GOAL** Adults, teens, and children will access information through a diverse collection of materials, a variety of delivery methods, and user-focused services.
- OBJECTIVE** Users will be able to access community services that are extensions of the library experience.
- OBJECTIVE** Users will encounter staff "information specialists" who can guide library users to materials, services, and programs.
- OBJECTIVE** Users will access an expanding collection of materials in new and traditional format options.
- OBJECTIVE** Users will be able to access physical and digital materials through innovative delivery formats and to access equipment to ensure positive experiences.

ENVIRONMENTS

- GOAL** Adults, teens, and children will be able to enjoy beautiful indoor and outdoor spaces to meet their evolving needs for learning, leisure, gathering, and working.
- OBJECTIVE** Users will access comfortable, functional, and ergonomic furnishings in use-appropriate spaces.
- OBJECTIVE** Users and community groups will be able to use flexible gathering spaces for meetings and other events.
- OBJECTIVE** Users will access expanded facilities that enable individual and collaborative learning spaces.
- OBJECTIVE** Users will enjoy comfortable leisure spaces ("third places") that are in line with market-competitive services.
- OBJECTIVE** Users seeking exceptional work spaces will find a variety of choices to meet their needs.
- OBJECTIVE** Users will enjoy architecturally pleasing library spaces that are environmentally friendly, safe, accessible, and user-focused.
- OBJECTIVE** Users will have access to library materials and services through additional locations and satellite services.
- OBJECTIVE** Users will have virtual access to library services and information about library programs through a functional, responsive website.

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