



# Strategic Plan 2018-2022

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<https://goodnowlibrary.org>

## Library's Mission:

Improving lives through the power of information, ideas and innovation.

## Library's Vision:

- Be a primary resource for learning and literacy
- Be socially equitable and accessible to all
- Be a valued community partner
- Be proactive and responsive to community needs

This strategic plan is a framework, creating a direction and vision for the library over the next five years. This plan will help the library base decisions and allocate resources to allow for customer-focused service, emerging technologies, and provide flexible facilities to meet the needs of the community. The library will be prepared to serve its residents and library users and remain a relevant and successful public service organization.

Esmé Green, Library Director



*Goodnow Library then, now and the future...*



## Support learning and multiple forms of literacies

- Expand children's programs and services.
- Build stronger connections with teens.
- Provide relevant, current information and materials in a variety of formats.
- Support self-directed learning through in-library and online resources.

## Create a place which cultivates diverse ideas and innovation

- Increase public awareness and use of the NOW lab.
- Provide flexible spaces allowing both individual and group collaborations.
- Seek volunteers to share skills, knowledge and expertise.



## Foster community connections

- Strengthen collaborations with businesses, community organizations and the town.
- Provide outreach services and increase Library's presence throughout the community.
- Partner with schools to support teachers, students and families.

## Provide high standards for customer experience

- Promote a culture of excellence.
- Develop a comprehensive training and professional development program for staff.
- Seek feedback on a regular basis to assess library services and programs.



## Develop sustainability initiatives

- Investigate sustainability facility operations.
- Create sustainable programming opportunities.
- Convene community conversations around sustainability and economic feasibility.