

Salem City Library 2022-2025 Strategic Plan

Mission

Why We Exist

To provide a safe, comfortable, welcoming environment to all library users dedicated to the literary and informational needs of our community. Relying on the collective talents of employees and volunteers, we seek to maintain a balance of learning, service and social activities that will encourage a future of knowledgeable and productive citizens.

Where We Are Going

The Salem City Library strives to be a local hub of activity bringing together current resources and technologies to foster discovery and intellectual growth.

Evaluation Process

The 2022-2025 Strategic Plan is a road map for Salem City Library's collections, programs and services. Recommendations from both community and staff surveys, and board of trustee's meeting helped to produce this road map. Through our discussions we came up with a set of values we would like focus to on for the next three years. Under each of the values are multiple goals and initiatives created by staff members and examined by the board of trustees. If there are any changes, re-evaluation can occur with this flexible plan and priorities can be modified or removed. The Library Director and staff will monitor progress and keep the Board informed as the Library moves forward.

Values

What We Believe

- 1. Exceptional Customer Service**
- 2. Outstanding Communication and Promotion**
- 3. Integrated Community Involvement**
- 4. Focused Collections, Programs, and Services**
- 5. Demonstrated Fiscal Responsibility**
- 6. Well-Maintained Facility**
- 7. Targeted Technology**
- 8. Engaged and Educated Staff**

Value 1:

Exceptional Customer Service

In order to achieve the Library's vision of being at the center of community activity, staff must provide patrons with exceptional customer service, ensuring their return for years to come.

Goal 1: Provide exceptional customer service that leaves every single patron with a lasting, positive impression of the Library

Goal 2: Library staff will provide exceptional customer service to the community by exploring new offerings.

Value 2:

Outstanding Communication and Promotion

To achieve the Library's vision, staff must effectively communicate available resources and service to community members. The goal is to make residents aware of all the Library has to offer and to persuade them to take advantage of these amenities through person-to-person marketing effective online presence, and mindful publicity.

Goal 1: Create a new, informative website for the Library with a focus on ease of navigation, modern graphics, and a bold color scheme. Publicize this site as a portal to all Library services.

Goal 2: Community members of various demographics will be made aware of the Library's diverse collections, programs, and services through effective marketing.

Goal 3: Establish a system to review the concerns and expectations of the community so that future service enhancements can be explored.

Goal 4: Foster proactive internal communication because a knowledgeable staff is essential to providing great service.

Value 3:

Integrated Community Involvement

Staff will connect with all community members to make the library a hub of activity that engages residents and strengthens lives.

Goal 1: Focus on individuals in the community with special needs.

Goal 2: Focus on providing homebound services through outreach.

Goal 3: Partner with local organizations to establish the Library as a community gathering place for residents, students, and business owners.

Value 4:

Focused Collections, Programs and Services

Straying true to the Library's mission, staff will provide collections, programs, and services that engage and strengthen the community.

Goal 1: Serve the diverse populations of the community.

Goal 2: All staff from the Library will work together to develop programming for all ages.

Goal 3: Patrons will have access to focused services that meet current needs and interests.

Goal 4: Collections will be evaluated on a regular basis.

Value 5:

Demonstrated Fiscal Responsibility

Staff and Board members will utilize revenues wisely to offer resources that strengthen the community by fostering discovery and inspiring intellectual growth.

Goal 1: Seek additional income sources.

Goal 2: Plan for capital expenses.

Value 6:

Well-Maintained Facility

Following the Library's vision as a hub of community activity, the building will remain a clean, safe and inviting destination. An attractive physical building creates a lasting impression.

Goal 1: Clean and inviting building.

Goal 2: Clean and inviting grounds.

Goal 3: Quiet work space.

Goal 4: Well maintained building.

Value 7:

Targeted Technology

The Library will engage and strengthen the community by sharing technologies that foster discovery and inspire intellectual growth.

Goal 1: Staff members will monitor trends, evaluate them, and implement technologies that are valuable and support community needs.

Goal 2: Patrons and staff will have the opportunities to learn about new technologies, software and electronic devices.

Goal 3: The Library will maintain a network that enables patrons and staff to access current and emerging resources and services, both remotely and onsite.

Goal 4: The Library will develop technologies that provide flexibility, new ways to find information, and creative ways to express thoughts and ideas.

Value 8:

Engaged and Educated Staff

Patrons will receive outstanding service from staff members who foster discovery and inspire intellectual growth. The goals of this value will be achieved through appropriate hiring and training and internal communication.

Goal 1: Staff is engaged and educated.

Goal 2: Open and productive internal communication will nurture a knowledgeable staff essential to providing outstanding service.