

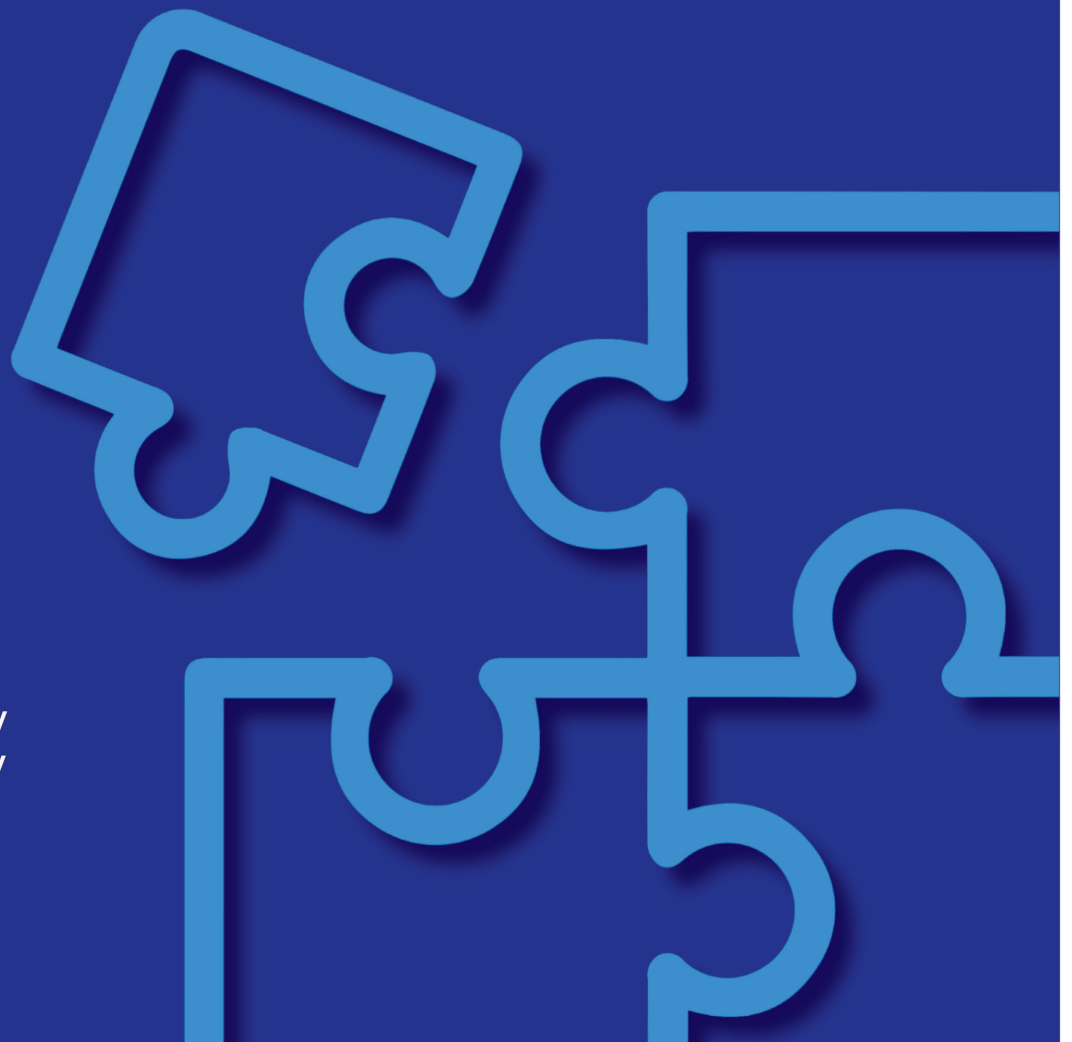


**ST. FRANCIS
PUBLIC LIBRARY**

STRATEGIC PLAN

2026 - 28

The mission of the
St. Francis Public Library
is to build community by
bringing people,
information, and ideas
together in a welcoming
environment.



The St. Francis Public Library is constantly evolving to ensure that we continue to provide a high level of services and resources for the community. Every few years, we update our Strategic Plan by evaluating how patrons are interacting with the Library and identifying what we may need to add or change to make sure their experiences are positive and productive. The Strategic Plan serves as a guide for the decisions we make about services, collections, programs, and our Library building. Feedback from the community is always welcome.



WHAT DOES A LIBRARY DO?

While libraries have evolved a great deal over the last few decades, one thing that hasn't changed is that they still provide valuable services. Most public libraries provide these five basic things for their communities:

1

A CIRCULATING COLLECTION

A variety of books, movies, music, audiobooks, magazines, and more available in physical and digital formats.

2

CONNECTING THE COMMUNITY WITH TECHNOLOGY AND RESOURCES

Public computers, free wifi access, document scanning, photocopying, and fax service. Also provide access to online databases, online homework help, and online job search assistance and workforce development.

3

SPACES FOR THE COMMUNITY TO GATHER AND CONNECT WITH EACH OTHER

Individual and group study spaces, collaborative work spaces, conference and meeting rooms, and places to read and relax.

4

PROGRAMMING

Storytimes, book clubs, class visits, performers, lectures, activities, movies, and outreach for all ages.

5

REFERENCE AND INFORMATION SERVICES

Professional staff able to answer reference questions, provide reading recommendations, offer basic technology assistance, and provide referrals to outside organizations.

GOAL 1 – COLLECTION

- a. Improve marketing
 - i. Increase social media presence
 - ii. Dedicated displays of popular booklists (Oprah, Reese W., etc.)
 - iii. Bookmarks
 - iv. Face-out shelves in collections
- b. Evaluate media circulation and reallocate funds
 - i. Create adult video game collection
 - ii. Evaluate CD and Audiobook collection and find ways to promote.
 - iii. Purchase/provide CD players for checkout.

GOAL 2 – COMMUNITY PARTNER

- a. Connect with a broad range of local businesses
 - i. Internal/external cross-promotions of programs/events
 - ii. Utilize patron interests/knowledge for collection/programs.
- b. Increase community awareness of and access to Library services
 - i. Pop-up libraries/card sign-up opportunities
 - ii. More outreach at senior facilities and other locations
 - iii. Tabling at local businesses and events
 - iv. Purchase more PR tools and supplies

GOAL 3 – ENVIRONMENT

- a. Improve bathroom accessibility
 - i. Baby seat in handicap stall
 - ii. Free sanitary products
- b. Community projects
 - i. Outdoor beautification
 - ii. Seasonal community art project
- c. Update visual appeal
 - i. Digital signage (inside and out)
 - ii. Bright/attractive signage with user friendly terminology.
 - iii. Passive readers advisory (displays, bookmarks, etc.)
- d. Library building
 - i. Assess library structure and systems
 - ii. Begin long range vision/plan for Library building
 - iii. Create Building Committee to guide process and make recommendations to the Library Board
 - 1. Prioritize recommended repairs/replacements
 - 2. Assess funding needs
 - 3. Identify work that could be done in-house.

GOAL 4 – PROGRAMMING

- a. Inclusive programming
 - i. Expand storytimes (bilingual/sensory)
 - ii. Include diverse voices (LGBTQ+ community, neurodivergent community, social justice topics, multicultural)
 - iii. Themed book clubs (around the world, social justice)
- b. Community-centered programming IN-HOUSE
 - i. Trivia (adult and family), gaming
 - ii. Bubblefest type programs that collaborate with local businesses
 - iii. Fiber Arts group
 - iv. Library After Dark programming
- c. Community-centered programming OUTREACH
 - i. Book Crawl and Book clubs (youth – taxi and tide, adult – local bars and cafes)

GOAL 5 – STAFF DEVELOPMENT

- a. More staff learning opportunities IN-HOUSE
 - i. Webinars and remote training
 - ii. Tech instruction on library resources
 - iii. Cross-training
- b. More staff learning opportunities OFF SITE
 - i. Conferences and workshops
 - ii. Staff field trips
- c. Transition planning (for retirements or other departures)

GOAL 6 – TECHNOLOGY

- a. Increase frequency/availability of tech instruction for patrons
 - i. Recruit teen volunteers
 - ii. Host app/platform specific classes, i.e. Libby, gmail, etc.
- b. Investigate new technologies to assist staff and/or patrons
 - i. Laptops for checkout in-house
 - ii. Hotspot for staff use in outreach
 - iii. Equipment to stream/record programs