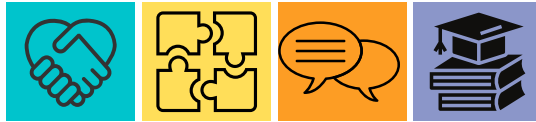


# Strategic Plan 2023-2025

## YEAR ONE GOALS

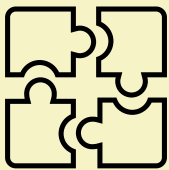


### Welcome



- **Create and Maintain a welcoming environment**
  - create a workspace for library staff that promotes efficiency and optimum interaction with library patrons
  - install a Little Free Library to give access to books outside of business hours
  - maintain building and upgrade security
- **Encourage staff development**
  - encourage and provide staff training in both general and specific area of expertise
  - ensure cross training for positions

### Connect



- **Engage & Connect with the community**
  - develop an annual outreach calendar and staffing plan
  - reach out to local organizations and businesses to discuss how our missions could complement one another
  - support our local schools with literacy needs
- **Enhance access to library services**
  - establish processes and highlight homebound delivery options
  - explore further outreach options through possible mobile library

## Communicate



- **Promote the services and materials the library has to offer**
  - Develop marketing plan and evaluate its effectiveness
  - promote utilization of community room and collaboration room
- **Develop partnerships that foster deeper community ties**

## EDUCATE



- **Enrich resources, services and spaces to encourage lifelong learning**
  - provide a broader and more diverse resources and programs
  - enhance programming for all ages and abilities
- **Expand non-traditional materials of various types**
  - Increase Library of Things offerings
  - Expand and promote library kits for literacy and development

## Library Mission

The mission of the Frankenmuth James E. Wickson District Library is to provide quality services including books and other materials, programs, facilities and access to all forms of available media to help meet the educational, informational, cultural, and leisure time needs to the Frankenmuth service area.