



February 16, 2018

TO: Library Advisory Commission
FROM: Monique le Conge Ziesenhenné, Library Director
RE: Draft Library Strategic Plan 2018-2021

Attached is a draft document and per LAC subcommittee (McDougall/Loy) meeting in 2017, the Library proceeded with only a slight revision/update.

Palo Alto City Library Strategic Plan 2018-2021

Our Vision for Palo Alto: *A flourishing city where people achieve their dreams*

Our Mission: *Palo Alto City Library connects our diverse community through knowledge, resources and opportunities. We nurture innovation, discovery and delight.* [current statement]

Our City of Palo Alto Values:

Quality – Superior delivery of services

Courtesy – Providing service with respect and concern

Efficiency – Productive, efficient use of resources

Integrity – Straight-forward, honest, and fair relations

Innovation – Excellence in creative thought and implementation

As a library, we value:

Providing free and open access to collections, resources and services to all.

Learning and being a learning organization.

Embracing differences and diversity.

Challenging the norm.

Fostering an engaged community and staff.

Our relationships with one another and with our community.

Our Goals

Goal A: Be the place where everyone can learn anything.

Strategies:

- Provide early childhood literacy programs based on current research in child development and learning.
- Create learning opportunities for community members to be able to make sense of and succeed in our changing society.
- Provide a portal to American culture, language, and civic life.
- Ensure that the library's collections, technology and buildings support the evolving requirements of 21st Century lifelong learning.
- Provide tools for improving all types of literacy.
- Provide opportunities to read for learning and for pleasure.

Goal B: Be the partner of choice for community organizations.

Strategies:

- Support Project Safety Net's programs to promote youth well-being and implement the 41 Developmental Assets.
- Increase collaboration with Palo Alto's public and private schools and their school librarians.
- Support library stakeholders in their advocacy and fundraising activities.
- Connect staff to community organizations in order to support their goals and collaborate in their activities.
- Encourage relationships with community organizations that enhance library services and programs.

Goal C: Create engagement opportunities by being the place for community conversations about needs and aspirations.

Strategies:

- Provide a forum to explore issues of local interest and current events.
- Engage community members in library services as volunteers and program advisors.
- Connect community members to exchange and share stories, interests and skills.

Goal D: Leverage technology to integrate the library into the lives of community members.

Strategies:

- Enhance unique and local collections.
- Develop partnerships to enhance customers' digital experiences.
- Plan and implement a social media strategy.
- Produce web content that is relevant to the needs and interests of our diverse audiences.
- Facilitate access for library users to resources that enable them to create content.
- Provide staff training and technology infrastructure to support digital projects.

Goal E: Provide a richer library experience for our community because of the expertise and effort of our dynamic staff.

- Attract and retain the most skilled and knowledgeable staff.
- Motivate and recognize staff through opportunities to innovate and be creative.
- Explore opportunities for improving employee work-life balance.
- Support and promote efforts to make it possible for staff to live in or near Palo Alto.
- Create opportunities for staff members to bring their talents and interests to work.