



Three-Year Strategic Plan

2021-2024

Approved 4.20.2021

Vision:

We are the heart of the community, where people gather, friendships are forged, lives are enriched, and ideas are cultivated.

Mission:

We create community by fostering lifelong learning and building connections, and open a door to the world through empowering information, inspiring ideas, and engaging experiences.

Values:

Excellent Service. We are welcoming to all—dedicated to delivering exceptional, friendly, and knowledgeable service that is responsive to the needs of every individual in a warm and inviting environment.

Community. We are engaged in our community, and collaborate with each other as neighbors and friends, with compassion, courtesy, fairness, and respect.

Curiosity. We honor each person's interests and questions about the world, and encourage individual development, exploration, investigation, learning, and innovation through all we offer.

Intellectual Freedom. We provide uncompromising access to a full range of information, allow for open discussion of different points of view, and protect the privacy and confidentiality of all information-seekers.

Accountability. We make efficient and effective use of the donors' and taxpayers' funds committed to our care, and are accountable for all our actions at all levels.

GOALS:

- ❖ *Enable Lifelong Learning*
- ❖ *Enable a Greater Sense of Community*
- ❖ *Focus on Early Literacy*
- ❖ *Transform Internally for Outward Success*



GOALS:

❖ *Enable Lifelong Learning*

- Objective A: Create collections and programs that enable community members to find fulfillment in curiosity and discovery.
- Objective B: Provide state-of-the-art technology that enables users to access the internet, utilize library digital collections, and communicate with the world.

❖ *Enable a Greater Sense of Community*

- Objective A: Bring readers together in shared cultural experiences.
- Objective B: Engage community members in current local affairs.
- Objective C: Partner in celebrations of civic life and events.
- Objective D: Partner with other organizations in Sedona, Big Park, and the greater Verde Valley to address the need for greater regional planning and simple relationship-building.
- Objective E: Provide a variety of spaces for groups to meet and confer.

❖ *Focus on Early Literacy*

- Objective A: Develop young minds so that they are prepared to read, write, and listen in Kindergarten.
- Objective B: Develop young minds so that they become year-round readers.
- Objective C: Develop young minds so that their creativity and problem-solving potential is expanded.
- Objective D: Establish early literacy outreach to non-English speakers to accomplish Objectives A, B, and C.

❖ *Transform Internally For Outward Success*

- Objective A: Plan for physical and technological renovation of building and grounds.
- Objective B: Establish a core internal training curriculum to strengthen Staff, Trustees, Friends of the Library, and Volunteer's expertise, knowledge of, and advocacy for the library.
- Objective C: Update, and revise all policies, procedures, and job descriptions, and establish a regular schedule for annual review.
- Objective D: Develop a dashboard of key performance indicators for library services and programs.
- Objective E: Improve marketing and outreach efforts to reach a broader audience to increase the number of cardholders and donors, and grow program attendance and satisfaction.
- Objective F: Plan for annual budget and longer-term financial health.