

**Patrick Heath Public Library
Strategic Plan and Activity Plan
2026 – 2030**



VISION AND MISSION

Vision

- It is the library's vision to:
 - Be a welcoming, empowering place to the community
 - Help library users into a productive and creative future
 - Assure equitable access to the library's resources and services
 - Be a dynamic force in the community

Mission

- The Patrick Heath Public Library cultivates a love of reading, enriches lives through life-long learning and cultural exploration, and provides a welcoming space for people to engage and connect.
- Explore, Enrich, Engage

STRATEGIC DIRECTION 1: Connect the Community to Core Library Services

Goal 1.1 Strengthen Community Engagement and Outreach to Serve More People

<u>Activity</u>	<u>Objective(s)</u>
Develop a Partnership Plan	LC3, LF3, LB1
Determine service areas and goals for the new bookmobile	LC2, LB1, LF1
Strengthen partnerships with schools and other local organizations	LC3, LB1

Goal 1.2 Expand Responsive Programs, Collections, and Services that Support Our Diverse Community

<u>Activity</u>	<u>Objective(s)</u>
Add new times for popular programs to help working people and families attend	LC2, LB1
Lengthen check-out periods for collections	LC2, LB3
Investigate going fine-free	LC1, LF2, LB4
Increase digital availability of popular titles	LB2, LC2
Determine needed additions to various physical collections, e.g., survey patrons about their needs, review highest circ collections	LC2, LB4
Add after-school programming for elementary and high school aged students	LC2, LB1
Expand patron registration to all service desks	LB3, LF1
Pursue e-commerce solutions	LB2, LB3, LF1
Expand technology assistance	LB2, LC1
Add social programming for adults and emerging adults	LC2, LB1
Explore and evaluate alternative meeting room software platforms to identify the best solution for the library's needs	LB2, LB3, LF1

Goal 1.3 Increase Library Visibility through Creative Communications and Marketing

<u>Activity</u>	<u>Objective(s)</u>
Develop a marketing plan and offer regular communications through a variety of methods to reach more people	LF2, LB1

Market the library's economic value to the community	LF2
Better promote services that are currently under-utilized	LC2, LF2
Support access to reading for all members of the community	LC1, LC2
Utilize the bookmobile for promotion	LC2, LF1, LF2, LB1

STRATEGIC DIRECTION 2: Update Library Spaces for Comfort and Accessibility

Goal 2.1 Expand and Add Spaces to Better Meet Community Needs

<u>Activity</u>	<u>Objective(s)</u>
Add more study and meeting spaces	LC1, LB1
Add floor space in the children's library for play and "family sprawl"	LC1
Add flexible, multi-purpose spaces	LC1, LF1
Investigate feasibility to expand youth activity room	LC1, LF1
Explore satellite locations offerings (Fire Station 2 and Bookmobile)	LC1, LC2, LF1
Create a documented process for allowing food trucks to operate on-site	LB3, LB4

Goal 2.2 Consider Accessibility Needs throughout the Library and Grounds

<u>Activity</u>	<u>Objective(s)</u>
Consider expanding vending options and explore food truck access	LF1, LB3
Improve wayfinding signage	LC1, LB3
Improve stroller access and pedestrian flow during large outdoor events	LC1
Design a new adult information desk that improves staff workflow and patron accessibility.	LB3, LF1

STRATEGIC DIRECTION 3: Ensure Staff Professional Development to Confidently Respond to Community Needs

Goal 3.1 Encourage Staff Growth Through Learning and Teamwork

Activity	Objective(s)
Staff members have opportunities to attend conferences and learn about national library trends	LL1, LL3
Provide more opportunities for staff to collaborate on implementing customer focused initiatives	LL2, LL3
Cultivate positive internal culture and healthy communication	LL2, LL3