



*Where Books are Just the Beginning!*

### MISSION

The Clarksville-Montgomery County Public Library opens doors to engage, inspire and empower our diverse community to prepare for an ever-changing future.

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### VISION

To be a welcoming, innovative and engaging hub for our community where all are welcomed, learning is championed, lives are enriched and every story is valued.

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### VALUES STATEMENT

1. We are community centered and welcoming to all.
  2. We actively listen, respond and are accountable to our diverse community.
  3. We champion everyone's right to privacy and intellectual freedom.
  4. We are innovative and future focused.
  5. We are fully invested in our community and promote the public good.
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### BRAND PROMISE

Information \* Technology \* Community

#### **GOAL 1: INCREASE AWARENESS OF THE LIBRARY**

Enhance public relations and marketing to expand use and awareness of the Library.

Strategies:

- Implement a robust marketing plan for the new branch, as well as for new services and offerings at the main library.
- Expand public relations activities to connect to community leaders and broaden support for the Library's future directions.
- Develop and implement opportunities for outreach and unconventional programming to expand the Library's Patron base.
- Develop advocacy partnerships within the community.
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## **GOALS & STRATEGIES**

Communicate or connect with those involved in planning and development of neighborhoods to include the library.

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### **GOAL 2: INVEST IN OPERATIONAL GROWTH**

Continually reassess staffing needs and provide training to allow for future growth and expanded service to the community.

Strategies:

- Continue to expand Library System to support the growing needs of the community.
  - Continue cross training of staff to enhance cohesion and customer service expectations among all library departments and branches.
  - Enhance scheduling framework to increase internal transparency and allow for additional staffing needs of future branches.
  - Further develop operational communications to include an internal intranet for increased communication and awareness between library team members.
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### **GOAL 3: EXPAND TO A LIBRARY SYSTEM**

Acquire the necessary resources to develop and then expand into the new North Branch Library.

Strategies:

- Secure both capital building and annual operational funding for library branches.
  - Create a full-service staffing and technology program for the branch, including integration with operations at the main library.
  - Manage and implement the planning, construction and move into the new branch.
  - Plan for opening publicity, activities, and celebrations for the new branch.
  - Develop a plan for main branch refresh.
  - Research mobile service options.
  - Research unconventional check out options such as a seed library or library of things.
  - Explore possible opportunities for additional library branch in southern area of Montgomery County.
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**GOAL 4: ENHANCE SERVICES AND PROGRAMS**

Further develop the Library's new services related to the teen and makerspace while building on programs and services in early literacy, adult programming and serving as a community hub.

Strategies:

- Expand early literacy and experimental learning activities for preschoolers.
- Ensure that the teen space is welcoming and friendly, with a strong affiliated set of events and activities.
- Continue to develop the makerspace with robust programs and activities for multiple audiences.
- Continue to enhance adult programming with a focus on seniors, and adaptive programming, and health and wellness initiatives.
- Further cultivate social environments in the library to serve as community gathering spaces and expand programming options for diverse groups.
- Ensure that the Library's technology remains relevant.
- Further develop relationships and expand programs for military families.
- Develop programs and collaborations with Animal Care and Control.
- Enhance support and awareness of resources available to our CMCSS partners.

**GOAL 5: FOSTER AND DEVELOP RESOURCES**

Increase public support of the Library and further develop partnerships and volunteer resources.

Strategies:

- Collaborate with public officials to ensure adequate resources are available for expanded services, at new branches.
  - Facilitate additions or explore options for new community partnerships, including with schools, to develop new resources for marketing, events and expanded services.
  - Further expand use of volunteers where reasonable and effective.
  - Pursue community support for the Library in the form of Sponsorships, Naming Rights, Endowments and Fundraising endeavors.
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