

WHITE HOUSE PUBLIC LIBRARY

LONG-RANGE PLAN
2022-2023

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Director

Vision Statement

Your place to connect

Mission Statement

Be an essential community hub that provides tools, resources, and assistance.

Motto

Read, Connect, Explore

Selected Roles of the Library

Popular Materials Center
Technology Resource Center
Independent and Early Literacy Learning Center

Goal 1: Offer library programs,resources, and services that meet community needs.

1.1 Objective: Improve and expand upon existing library programs.

1.1a Task: Improve 1000 book participation

1.1b Task: Try to have an active TAB

1.1c Task: Expand Winter Reading Challenge into a annual event

1.1d Task: Try to increase the number of park story times

1.1eTask: Review counts of individual programs and look at either improvement options or removing the program.

1.2 Objective: Add new programs and services

1.2a Task: Book Delivery to nursing homes

1.2bTask: Review options for more adult educational programs

1.2c Task: Create Summer Internship Program

1.3 Objective: Update and increase the amount of technology items and resources being offered.

1.3a Task: Purchase more ebooks and audio books with book funds

Goal 2: Enhance library space and marketing of resources for better ulitilzation by the public.

2.1 Objective: Identify dead zones and modify into better utilized space

2.1a Task: Create windows and better displays for items

2.2bTask: Replace existing furniture with furnishings that better utilize the spaces

2.2 Objective: Better advertise library resources, programs, and services

2.2a Task: Do paid Facebook ads, post office drops, and other marketing tactics

Goal 3: Create a culture of library/community interaction through mutually beneficial projects and partnerships

3.1 Objective: Create community partnerships and be active in community projects/activities

3.2 Objective: Try to increase the number of active cardholders

3.2a Task: Send emails, text messages, or phone messages letting patrons know about expired library card.

Goal 4: Try to make the library 3rd place in the community

4.1 Objective: Provide an excellent level of customer service

4.1a Task: Use evaluations to measure patron satisfaction

4.1b Task: Collect stories on patron experiences

4.2 Objective: Try to make the library have something for everyone

4.2a Task: Collect data on patron requests