

STILLWATER PUBLIC LIBRARY STRATEGIC PLAN: 2019 - 2022

OUR VISION

The Stillwater Public Library strengthens our community by advancing literacy, enriching lifelong learning, and empowering civic engagement.

OUR MISSION

The Stillwater Public Library connects members of our community with the power of knowledge, the possibility of new ideas, and the opportunity to engage with one another.

OUR GOALS AND STRATEGIES

EMBRACE THE LIBRARY'S ROLE AS A CULTURAL CENTER OF STILLWATER

Increase the accessibility and awareness of local history collection and genealogy resources

Build upon existing issue-oriented programming and enhance art and social issues exhibits offered in the library

Evaluate the feasibility of developing a collection to circulate non-traditional materials

Continue communication and collaboration with local municipal, nonprofit, and business organizations

Provide a community space to highlight and connect local organizations

INSPIRE MORE ENGAGEMENT WITH THE LIBRARY

Fund, develop, and implement a dynamic marketing plan

Develop strategies to reach new audiences

Enhance the library's virtual presence

Expand communications regarding basic library services

ENHANCE THE EXPERIENCE OF USING THE PHYSICAL LIBRARY SPACE

Increase the effectiveness of interior signage and library entrances

Determine the library's role in providing space for special events and its implications

Consider options for increasing use of the 4th Street lawn

Identify opportunities for increasing the convenience of library usage

Investigate sound attenuation options

BUILD INTERNAL ORGANIZATIONAL CAPACITY TO ENSURE SUCCESS IN A CHANGING WORLD

Identify and pursue revenue sources to support long-term sustainability

Develop a more comprehensive model for technical services

Evaluate and meet staff training needs

Restructure knowledge management tools and procedures

Continue evaluation of staffing model to meet evolving needs

OUR PLANNING PROCESS

In 2018, the Stillwater Public Library launched a collaborative and data-driven strategic planning process with the aim to engage its community and set a strategic direction for the next four years. These goals and strategies are informed by feedback provided through a community survey and series of focus groups with community members, leaders of local business, government, and nonprofit organizations, the Friends of the Stillwater Public Library, and the Stillwater Public Library Foundation, as well as discussions with library staff, the library management team, and the Board of Trustees.