

**Columbia Heights Public Library
Strategic Plan
2020-2022**

Vision: To nurture diversity, community, creativity, opportunity, and knowledge in Columbia Heights.

Mission: The Columbia Heights Public Library: serving the individual and the community with responsive collections, innovative programming, professional staff, and access to resources.

Key Objectives

Facility Sustainability

- Address recurring parking shortages
- Ensure long-term beauty and functionality of a state-of-the-art building
- Maintain, clean or replace furniture, equipment and fixtures as needed

Diversity

- Grow the collection/staff/programs to reflect the diversity of community

Education/Training/Working

- Provide lifelong learning opportunities and programming for all
- Provide space and opportunities for individual and collaborative work
- Ensure that staff are adequately trained to meet the needs of customers

Promotion/Publicity:

- Have a consistent message of library mission and services
- Strengthen social media presence
- Devise a marketing campaign for collections, services, programming, and other resources

Outreach:

- Expand the library beyond the walls of the building and reach the community where it is
- Build new partnerships to reach those not traditionally served

Relevant Policy and Procedures:

- Review outdated policies and procedures, discard irrelevant and make them concise and transparent

Art

- Enhance facility and grounds with permanent pieces or rotating exhibitions
- Create a strategy to increase artistic opportunities and available funds for public art in the library.

Library Values

- Community Partnerships and Collaboration
- Professionalism of Staff
- Celebrating Diversity
- Possibility of Personal Transformation
- Arts and Culture
- Lifelong Learning
- Environmental Responsibility