



STRATEGIC PLAN GOALS & OBJECTIVES REPORT

Community Hub/Cultural Connector

EPL will provide experiences that bring the community together, embrace the diversity of a dynamic and growing community, and be a hub for local information.

Strategy	Objective	Timeline	Updates
Leverage partnerships for visibility	Create mutual value by supporting the goals of four partner organizations while marketing EPL on partner websites and social media.	FY 2023–2027	Read Local Shop Local partnerships; MAGEC and partner cross-promotions on social media (Facebook & Instagram)
	Increase EPL visibility by Library staff presenting at community events (city council meetings, local community service organizations, etc.) four times annually.	FY 2023–2027	Rotary Club; End of Year School Events; Love Esco Day
	Build new partnerships by reaching out to one new community-focused organization quarterly and inviting them to offer programs in the Library.	FY 2024–2027	Law Library; Meditation; MAGEC; Career Fair with San Diego Workforce Partnership and SDCU
Act as a local information hub	Position Library and website as a center for the community.	FY 2024–2027	New and updated website (5/6/24)
Embrace diverse cultures	Expand multicultural marketing efforts by researching the most effective channels for specific communities and execute three campaigns annually.	FY 2023–2027	Spanish translation of most marketing materials; researching
	Showcase Escondido diversity across age, gender, culture, race, orientation, or ethnicity by offering timely and relevant cultural events, resources and services. Offer one cultural celebration each year.	FY 2023–2027	Lunar New Year Celebration (2/3); Nowruz Persian New year Celebration (3/30); Día de los Niños Celebration (4/27); Monthly Bilingual Book Club; Bi-Weekly Inclusive Art Club;

