



Lake Park Public Library Long Range Plan
Fiscal Years 2025 Through 2027

PURPOSE OF THE STRATEGIC PLAN

The purpose of the three-year strategic plan is to provide a guide to meet the needs of our diverse community. This will be guided by our Mission and Vision statements.

MISSION

We ignite curiosity, fuel discovery, and create experiences that promote literacy, learning, personal growth, and community connections.

VISION

We value community, diversity, integrity, kindness, and, most of all, you!

VALUES

- **Access:** - Everyone in the community, regardless of age, background, or income level, deserves equal access to information, resources, and opportunities for learning and growth.
- **Community Engagement:** The library serves as a hub for community connection, fostering inclusivity and collaboration.
- **Empowerment:** The library provides the tools and resources that empower individuals to improve their lives, careers, and communities.
- **Intellectual Freedom:** The library upholds the right of everyone to access and express diverse information and viewpoints.
- **Lifelong Learning:** The library provides a welcoming and supportive environment for people to learn and explore their interests throughout their lives.
- **Literacy:** The library fosters a love of reading and promotes strong foundational literacy skills for all ages.
- **Professionalism:** The library is staffed by knowledgeable, helpful, and unbiased professionals dedicated to serving the public.
- **Sustainability:** The library operates in an environmentally responsible manner and ensures that resources are available for future generations.

The Values, in conjunction with our Mission and Vision, are the basis on which the following goals and strategies for the next three years have been formulated.

LIBRARY GOALS

GOAL ONE: Bridge the Digital Divide: Empower adults and seniors with essential computer skills to navigate the digital world confidently.

GOAL TWO: Build Community Connections: Foster strong relationships with community partners and residents, becoming a central hub for events and information.

GOAL THREE: Enhance Resident Engagement: Continuously improve the library experience by understanding the needs and preferences of the community.

GOAL FOUR: Expand Offerings and Foster Inclusivity: Create a diverse and inclusive library experience that caters to all ages and abilities.

STRATEGIES

GOAL ONE: Bridge the Digital Divide

- **Free Computer Literacy Courses:** Offer free, multi-level computer literacy courses targeted towards adults and seniors.
 - Courses should cater to different learning styles and comfort levels.
 - Focus on foundational skills like basic computer use, internet navigation, email communication, and online safety.
 - Make use of assistive technology like screen readers and screen magnifiers where needed.
- **Open Door Events:** Host free beginner-friendly "How to Use a Computer" events with refreshments to attract adults and seniors in a welcoming setting.

GOAL TWO: Build Community Connections

- **Partnership Powerhouse:** Partner with schools, community organizations, and senior centers to:
 - Conduct outreach programs in various locations.
 - Co-host joint programs of interest to the community.
 - Share resources and information.
- **Communication is Key:** Develop a comprehensive communication plan that utilizes various channels:
 - Utilize social media platforms to promote programs and resources.
 - Conduct targeted outreach to specific groups (e.g., new resident packets, senior center newsletters).

- **Engage and Connect:** Host community events such as author readings, workshops, and volunteer opportunities to encourage resident participation.

GOAL THREE: Enhance Resident Engagement

- **Resident Input:** Conduct regular surveys, including surveys specifically targeting seniors, to understand resident interests and preferred program timings.
- **Library Orientation:** Offer regular library orientation sessions for new residents and anyone interested in getting acquainted with the library's resources and services.

GOAL FOUR: Expand Offerings and Foster Inclusivity

- **Develop a Multi-Faceted Program Schedule:** Offer programs for all ages, including early childhood literacy programs, adult learning workshops (GED prep, financial literacy), and activities for seniors (chess clubs, book clubs).
- **Offer Multilingual Resources:** Provide programs and materials in multiple languages spoken by the community.
- **Accessibility for All:** Enhance accessibility by:
 - Providing signage in multiple languages.
 - Offering materials in various formats (physical books, audiobooks, large print)
 - Training staff in disability awareness and best practices for assisting patrons with disabilities.

GOAL FIVE: Strengthen Marketing and Outreach

- **Accessible Marketing Materials:** Develop marketing materials that are clear, concise, and accessible to people with disabilities (e.g., use large fonts, high contrast colors, alt text for images, provide transcripts for videos).
- **Targeted Campaigns:** Create targeted marketing campaigns using local media, social media platforms, and partnerships with community organizations.
 - Tailor messaging to resonate with specific demographics and language preferences, ensuring inclusivity.

MEASURING SUCCESS

- Track usage statistics (number of programs attended, materials borrowed, computer lab usage).

- Analyze survey results to identify areas for improvement and gauge resident satisfaction.
- Monitor activity and building attendance to evaluate program effectiveness and identify peak usage times.

By implementing these strategies, the library can become a truly inclusive and engaging space that caters to the diverse needs of all adults and seniors in the community