STRATEGIC PLAN

2023–2027

OUR MISSION

Our mission is to serve community residents of all ages by providing materials and services that meet their educational, recreational, and informational needs.

OUR VISION

The Fall Creek Public Library aspires to be the welcoming heart of the Chippewa Valley community where all may come to discover, create, and connect.

STRATEGIC GOALS

1 **Optimize space** utilization to *increase* the *flexibility* of facility use and align spaces with programming and **community needs** to position the library as a *community center* and **destination.**

- Complete a facilities assessment with the assistance of IFLS staff.
- Develop a space and feasibility plan for the library to examine the community's need for changed and/or increased library space now and in the future.
- Evaluate, update, and improve children's play areas and spaces.
- Investigate the potential for expanded library hours, particularly evenings and weekends.
- Improve functionality, ergonomics, and workflow in staff areas.

2 **Foster community partnerships** and provide *volunteer opportunities* for community members, which ultimately **strengthens the community** and *improves overall well-being.*

- Expand the number of active library volunteers by increasing collaboration efforts with the Friends of the Fall Creek Public Library.
- Investigate collaborations with community organizations and businesses.
- Initiate an ongoing community project that would recruit community volunteers of all ages.
- Create and maintain a list of in-library volunteer opportunities.

3 **Implement marketing** and communication efforts that *increase awareness* of all the library's offerings and *promote the library* as a **place for everyone**, while also *targeting non-library users.*

- Develop a social media outreach plan.
- Develop marketing around patron stories and outcomes.
- Increase presence at community events.
- Enhance staff training to equip staff with the ability to sustain the increased in-house marketing activities.