

SCOTTSDALE PUBLIC LIBRARY'S STRATEGIC PLAN

2019-2022

The **Vision** of Scottsdale Public Library is to: *Preserve the Past, Enrich the Present, and Illuminate the Future.*
The **Mission** of Scottsdale Public Library is: *Putting People at the Heart of Dynamic Library Services.*

Goal 1:

Improve Customer Service by Increasing Convenient Access

Strategies

1. Assess and implement library policies and procedures through action oriented, measurable initiatives to ensure the support of customer convenience and access.
2. Focus on innovative library programming by challenging Adult and Youth staff to take risks in program implementation with a focus on measuring program success.
3. Utilize current and emerging technology to ensure library relevancy and to exceed community expectations.

Goal 2:

Empower & Develop Staff to Provide High Quality Services through Innovation & Trust

Strategies

1. Implement and evaluate annual All Staff Training Day.
2. Improve internal staff communication.
3. Develop a mentor-ship/succession plan program.
4. Develop effective processes to combat issues arising from consistent turnover of part time staff.
5. Encourage and support national and regional conference attendance to increase knowledge and best practices in library services.

Goal 3:

Promote/Advocate for the Library through Communication, Marketing and Partnerships

Strategies

1. Improve Library website.
2. Develop a robust Friends group.
3. Improve engagement with Library Board to promote advocacy efforts.
4. Maintain a consistent and strong focus on marketing.
5. Maintain, Support and Recognize Critical Library Volunteers and Volunteer Programs.

Goal 4:

Focus on Inspiring Value Driven Library Outreach

Strategies

1. Reassign Palomino resources to serve the community in new, innovative ways.
2. Launch the Book Bike.
3. Increase participation in targeted community events.
4. Offer satellite library services at Senior Centers and Social Service locations (Paiute Neighborhood Center and Vista del Camino).

Goal 5:

Enhance and Maintain Library Facilities

Strategies

1. Expand the Civic Center Story Time Room in FY 20/21.
2. Work to implement improvements to library facilities.
3. Evaluate the effectiveness of custodial contract.
4. Work with Municipal Security to maintain and if necessary, increase facility safety for customers and staff.