



# BOURBONNAIS PUBLIC LIBRARY

## MISSION, VISION, & STRATEGIC PLAN

**Vision:** To become the heart of the community

**Mission:** Connecting our community with the resources to grow, learn, and discover

**Community Aspirations:** Literacy, community engagement, marketing, access, service

**Goal #1: Marketing-** Make sure the community knows the who/where/what of the Bourbonnais Public Library

Marketing Objectives:

1. Allocate financial resources for marketing staff and initiatives.
2. Collect information about the marketing needs of the library through focus groups, surveys, and informal discussion.
3. Create a marketing plan that includes targets, strategies, and timelines.

**Goal #2: Community Involvement-** Inspire community involvement

Community Involvement Objectives:

1. Form relationships with local businesses to partner and invest in new resources for the library.
2. Create physical spaces that reflect the community and promote interaction with the library.
3. Develop an Outreach Plan.

**Goal #3: Access-** Provide access to resources, experiences, and opportunities

Access Objectives:

1. Try one new, significant library initiative per year.
2. Partner with other local agencies to make connections, explore the needs, and provide resources for ESL patrons.
3. Connect with local educational and vocational institutions to enhance access to resources for our community.

**Goal #4: Staff-** Empower staff to become informed, enthusiastic library ambassadors

Staff Objectives:

1. Revise job titles and job descriptions.
2. Enhance continuing education and professional development.
3. Maintain an environment that supports library ambassadors.