



# BOURBONNAIS PUBLIC LIBRARY

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

## STRATEGIC PLAN

OUR VISION IS TO BECOME THE HEART OF THE COMMUNITY



### MARKETING

MAKE SURE THE COMMUNITY KNOWS THE WHO, WHERE, AND WHAT OF THE BOURBONNAIS PUBLIC LIBRARY

#### OBJECTIVES

Allocate financial resources for marketing staff and initiatives.

Collect information about the marketing needs of the library through focus groups, surveys, and informal discussion.

Create a marketing plan that includes targets, strategies, and timelines.



### COMMUNITY ENGAGEMENT

INSPIRE COMMUNITY INVOLVEMENT

#### OBJECTIVES

Form relationships with local businesses to partner and invest in new resources for the library.

Create physical spaces that reflect the community and promote interaction with the library.

Develop an Outreach Plan.



### ACCESS

PROVIDE ACCESS TO RESOURCES, EXPERIENCES, OPPORTUNITIES

#### OBJECTIVES

Try one new, significant library initiative per year.

Partner with other local agencies to make connections, explore the needs, and provide resources for ESL patrons.

Connect with local educational and vocational institutions to enhance access to resources for our community.



### STAFF

EMPOWER STAFF TO BECOME INFORMED, ENTHUSIASTIC LIBRARY AMBASSADORS

#### OBJECTIVES

Revise job titles and job descriptions.

Enhance continuing education and professional development.

Maintain an environment that supports library ambassadors.