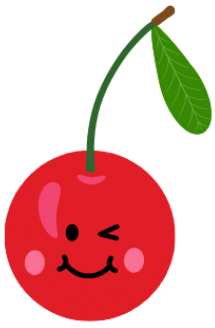


CHERRY VALLEY PUBLIC LIBRARY

Strategic Plan



2023-2025

VISION STATEMENT

The Cherry Valley Public Library is the heart of our community!

MISSION STATEMENT

A place for everyone to read, learn, create and connect.

CORE VALUES

Our core values are represented through engaging programs, diverse collections, exceptional services and the latest technologies.



Lifelong Learning



Reading & Literacy



Connections



Integrity & Stewardship

Goals



Marketing & Awareness

Refresh and rededicate our marketing efforts to promote library programs, services and collections.

- Train staff to promote our brand through word of mouth advertising.
- Use social media to reach all audiences.
- Increase prints and electronic communications to keep our public informed.
- Initiate marketing to schools, churches and community organizations.
- Develop budget to utilize local media outlets.



Community Involvement

Renew partnerships and revitalize outreach to local organizations, schools and businesses.

- Encourage staff to participate in community-wide events.
- Strengthen relationships with area schools (pre-schools to universities.)
- Establish services to area assisted living and nursing homes.
- Collaborate with local non-profits to provide services.
- Form partnerships with local businesses.



Third Space

Re-envision library spaces where we gather to learn, relax, exchange ideas and build relationships.

- Provide on-going customer service training to staff.
- Re-design the tween/teen space.
- Maintain and update facilities, as needed.
- Utilize outdoor spaces for programs.
- Explore the possibility of a makerspace and the feasibility of a café.