

Approved by the DBRL Board of Trustees  
on March 11, 2021

## **DBRL STRATEGIC PLAN 2018 - 2022**

### **VISION STATEMENT:**

DBRL strives to be at the heart of the community, a trusted resource and partner known for excellence, creativity and open, equitable access, connecting every person to opportunities for a lifetime of discovery, learning and joy.

### **MISSION STATEMENT:**

Your library: connecting you to ideas, information, community life and each other.

### **AREAS OF STRATEGIC FOCUS:**

- A. Champion reading and support essential literacies that allow every individual the opportunity to learn and thrive in 21<sup>st</sup> century society and workplaces.
- B. Enhance operational excellence, fiscal stability and sustainability to serve our patrons and communities more effectively.
- C. Foster a community-focused culture of innovation, leadership and access for all.

## **AREAS OF STRATEGIC FOCUS AND GOALS:**

### **A. Champion reading and support essential literacies to provide the opportunity for every individual to learn and thrive in 21<sup>st</sup> century society and workplaces.**

#### **Goals:**

A.1. People of all ages will be able to explore and find support for learning a range of essential skills that will help them live fulfilling lives and be strong contributors to our communities.

A.2. Our community will value DBRL as an essential resource, a place of possibility, learning and community where everyone can discover resources that build understanding and evoke joy, imagination, adventure, empathy and insight.

A.3. Every child will have opportunities to develop a love of reading and experience a lifetime of learning.

A.4. DBRL will provide educational and cultural opportunities that make a positive difference in the quality of life throughout our diverse region and help create a vibrant, literate and connected community.

### **B. Enhance operational excellence, fiscal stability and sustainability to serve our patrons and communities effectively.**

#### **Goals:**

B.1. DBRL will maintain the resources, integrity and strength of the regional library system and identify areas for growth and expansion, while recognizing and responding to the unique character, needs and local identities of our diverse communities and neighborhoods.

B.2. DBRL will increase our marketing reach and visibility to make citizens more aware of our resources and to demonstrate the value of the library.

B.3. DBRL will continuously improve upon the convenience, relevance and appeal of our collections for all ages, ensuring they are current and readily available in a variety of formats to satisfy patrons' interests and demands; support their ability to learn throughout their lives; and inspire their creativity, imagination, understanding and ambitions.

B.4. DBRL will maintain its landmark buildings as a source of community pride and strive to make them examples of the best practices in facilities management.

B.5. DBRL staff will be recognized in the community for their skills and the first-rate quality of service and library experiences they provide patrons.

B.6. DBRL will continue to expand our financial resources by seeking opportunities for additional sources of private funding and grants.

B.7. DBRL will strive to continuously improve and refine the quality of our patrons' library experiences.

B.8. DBRL patrons will have safe, welcoming physical places to read and meet and interact with others and open, accessible online spaces that support engagement and learning.

B.9. DBRL will expand our services and user support to introduce emerging technologies, provide opportunities to learn new skills, and effectively serve those lacking access.

**C. Foster a community-focused culture of innovation, leadership and access for all.**

**Goals:**

C.1. DBRL will extend our reach to most effectively serve our distinctive communities, neighborhoods, and the region's most vulnerable populations.

C.2. DBRL will seek partnerships with other civic organizations and groups to address community needs and share resources to achieve mutual goals.

C.3. DBRL will collaborate to develop and adapt spaces and services to support our individual neighborhoods, local interests and needs.

C.4. DBRL's physical and electronic infrastructure will provide equitable access to collections, programs and learning opportunities for every resident in our service area.

C.5. DBRL will facilitate the public's understanding of local issues, needs and goals through increased communication and interactions in our communities.

**NEW STRATEGIC SERVICE INITIATIVES:**

*1. DBRL will enhance and expand services and collections to address literacy in its widest sense – digital skills, emerging technologies, media/information, civic, reading readiness, employment/workplace readiness, visual, multicultural, finance and health literacy – and seek partnerships to fuel programming and resources.*

*2. DBRL will increase resources and expand services and space for patrons to gather, explore, experiment and engage in hands-on creative use of equipment, materials and technologies to develop new skills and design, make, preserve, and share original content and creations.*

*3. DBRL will develop new methods and increase resources to ensure that we (a.) take our services beyond the library walls to where people are, (b.) increase staff understanding of our region and actively participate in the life of our communities and neighborhoods, (c.) engage with and effectively serve patrons for whom transportation, online access or other factors are a barrier to access and library services.*

*4. DBRL will develop and implement new services to engage and connect with underserved populations and residents of marginalized areas in our region through partnerships, interactive programming and increased access to collections and technology.*

*5. As a key community partner and resource, DBRL will build on the success of One Read and other book-related events, festivals and other cultural programs to connect readers to library collections, promote reading and literacy for all ages, build community and increase connections among readers.*

*6. DBRL will develop and promote library programs to encourage the free and safe exchange of ideas and discussion of complex issues as a means of fostering social trust, promoting civic literacy and building community.*

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*7. DBRL will increase and leverage its online presence through the digital branch and social media to cultivate online communities that foster civic and regional connections and promote the library as an essential resource and community partner.*

*8. DBRL will assess the need for staff training and professional development to stay current and to continue to meet the needs of our patrons, and will develop new plans to manage staff learning.*

END OF SECTION