

Normal Public Library

STRATEGIC PLAN | 2017-2020

MISSION

The Normal Public Library is a valuable educational and recreational resource that enriches the quality of life for community residents.

VISION

The Library is a catalyst for literacy, learning, creativity and innovation. We connect, reflect and engage our community and are strong stewards of our valuable resources.

GOALS

GOAL 1: Enrich the quality of life in Normal through community engagement.

STRATEGIES:

1. Develop and strengthen partnerships to meet the community's ongoing and emerging needs.
2. Provide opportunities for meaningful dialogue to advance the community.
3. Increase the Library's visibility as a valued partner and community leader.

GOAL 2: Inspire and nurture literacy, learning, creativity and innovation.

STRATEGIES:

1. Become the hub for creative learning, innovation and discovery.
2. Identify opportunities to increase literacy.
3. Create opportunities for learning across ages and cultures.

GOAL 3: Engage under-served populations through accessibility and convenience.

STRATEGIES:

1. Identify populations that the Library is currently under-serving.
2. Work with community partners to identify gaps and opportunities for serving these populations.
3. Develop strategies for providing valuable and accessible programs and services to these populations.

GOAL 4: Build a dynamic Library that inspires and connects the community.

STRATEGIES:

1. Work with the Town and the Foundation to ensure adequate public and private funding to build a facility that meets future needs.
2. Design and incorporate features that assure safety, accessibility and convenience.
3. Create spaces that welcome and inspire all library users.