Poquoson Public Library
Strategic Plan
2023-2028

Mission Statement

The Poquoson Public Library serves its community by providing free access to resources and services that meet the educational, informational, and recreational needs and interests of its citizens in a variety of formats.

Vision Statement

To enhance the overall quality of individual and community life through equal access to lifelong learning opportunities.

The primary functions of the Poquoson Public Library are:

- Operate as a free public lending library with reading materials, in a variety of media, for the interest, information, and enlightenment of all people in the community.

- Provide access to emerging technology for the community, including facilities and opportunities for instruction.

- Encourage and facilitate early literacy skills in young children providing programming, resources, and services for preschoolers and school-age children that encourage them to expand curious minds and to develop an interest in reading and learning.

- Serve as the lifelong learning center for the community providing classes and events, outreach, and resources for the education and entertainment of all ages.

In support of these functions, the Poquoson Public Library has identified the following strategic priorities: Community Engagement, Staff Training and Development, Sustainability, Development of Services & Resources, and Support of the Library as a Lifelong Learning and Community Center.

Community Engagement – to ensure the library is reaching and engaging citizens and effectively articulating the library's value to Poquoson's quality of life.

Goal: Expand outreach services into the community.
- Areas of need in the community have been identified as early childhood and senior populations.
- Set priorities, and target outreach services to those populations.

Goal: Enhance public relations and increase visibility.
- Increase awareness of library services and resources to non-users and new residents by meeting them where they are, including participation in community events.
- Better promote digital resources.
- Use social media more effectively to market library services and resources.

Goal: Seek partnerships that will help best leverage resources and meet the needs of the community.
- Maintain existing successful partnerships.
- Seek out new partnerships that would benefit community needs in the areas of literacy and lifelong learning.
- Continue partnerships with Poquoson City Public Schools to further the success of youth and families.

Staff Training and Development- to recruit and retain skilled and knowledgeable staff.

Goal: Actively participate in succession planning and management
- Continue institutional capacity and legacy building practices among library staff so that institutional knowledge is not lost.
- Successfully build a documentation structure that allows for better training practices among staff and allows for more efficient workflow.

Goal: Seek out and expand staff opportunities for library related training.
- Actively seek training that can provide tools and knowledge to streamline and improve work flow processes
- Seek knowledge of current regional and national library trends and the evolving role of libraries.
- Ensure that customer service training is a priority so that staff understand standard expectations when working with the public.

- Encourage staff to expand their knowledge base and provide avenues for them to receive training that allows for growth.

Goal: Successfully leverage volunteer resources
- Continue to provide high quality comprehensive volunteer training to each volunteer candidate, with clear expectations and responsibilities outlined to interested citizens.
- Conduct a yearly audit of training materials and update as necessary to ensure accuracy and timeliness.

Sustainability- to guarantee the library remains healthy and relevant both physically and fiscally.

Goal: Continue to use technology to enhance library services and provide for community needs.
- Identify technology needs and associate costs.
- Leverage resources effectively to meet identified needs.

Goal: Leverage funding resources to improve and update the library facility.
- Conduct a thorough examination of the library's physical space.
- Identify facility needs and associated costs.
- Leverage resources effectively to meet identified needs.

Goal: Continue to ensure that the library is available, safe, and accessible to everyone, both online and in our physical space.
- Conduct regular audits of both our digital and physical spaces.
- Identify needs and associated costs.
- Leverage resources effectively to meet identified needs.

Goal: Identify and manage emerging library trends and best practices that best serve the community.
- Recognize and anticipate the evolution of the public library's role and responsibility in the community.
- Leverage resources effectively to meet identified needs.

Goal: Seek out partnerships that will help leverage resources and meet the needs of the community.
- Maintain existing partnerships.
- Seek out new partnerships that would benefit community needs in the areas of literacy and lifelong learning.

Development of Services & Resources- to guarantee the library is meeting the needs and expectations of the community.

Goal: Continue development of the library's print and digital collection.
- Recognize the evolution of online users and trends for physical collections.
- Continue the development of the library's digital resources & online services.

Goal: Continue the library's tradition of excellent customer service.
- Ensure staff understand and abide by and exceed customer service standards and expectations by providing regular training and setting expectations.

Goal: Continue to provide enhanced supplemental services not found elsewhere in the community.
- Enhanced services are to include: test proctoring, notary, passport services, printing and copying, and faxing.
- Research new opportunities to provide services that do not currently exist in the community.

Lifelong Learning and Community Center – **to support a vibrant and educated community.**

Goal: Provide classes and events that support K-12 learning initiatives.
- Maintain a positive relationship with Poquoson Public Schools.
- Provide quality early childhood education programming that support children preparing to enter Kindergarten.
- Pursue initiatives that encourage and support learning and fun in the areas of Science, Technology, Engineering and Math (STEM).

Goal: Provide innovative and stimulating programming for all ages that is relevant and high quality.
- Seek opportunities to provide the community with learning opportunities and cultural enrichment.
- Provide technology assistance and educational opportunities that provide for the needs of the community.