



# Strategic Plan 2025-2027



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# Introduction

Green Hills Public Library District is a lifelong resource for its community. The Library's dedicated staff, engaged patrons, and vital services create a welcoming and comfortable community space. To align its resources with the emerging priorities of the community, the Library has undergone a comprehensive strategic planning process with feedback from the community and stakeholders. By implementing a new strategic plan, Green Hills Public Library District will renew its commitment to:

- Maximizing community engagement and providing responsive services that meet diverse needs,
- Optimizing Library spaces by assessing and developing spaces that are comfortable and accessible, and
- Fostering a positive internal culture that benefits staff and patrons.

Green Hills Public Library District initiated a strategic planning process starting in early 2024. [Fast Forward Libraries LLC](#) was engaged in January 2024 to facilitate the planning process in three phases: Learn, Dream, Do. The Learn phase entailed gathering community feedback through a community survey. In the Dream phase, the Board and staff held retreat sessions to discuss possible future pathways for the Library. This document includes the strategic directions and goals that will guide Green Hills Public Library District through the Do phase, as the Library executes its vision for the future.

# Process Timeline

February 2024 - November 2024

The Library spent months learning about community needs and developing strategies to advance the Library's mission over the next three years.



# Mission and Vision

## Mission

We connect the community with information and experiences to inspire lifelong learning.

## Vision/Tagline

**Cultivating curiosity**



## **Strategic Direction 1**

# **Maximize Community Engagement and Responsive Library Services**

Public libraries belong to the communities they serve. Our Library is a welcoming center for diverse services that meet a variety of needs and nurture open dialogue with the community.

### **Goals**

- 1.1 Prioritize outreach and partnerships to better serve a larger portion of the community.
- 1.2 Expand programs, collections, and Library services to provide easier access and meet community needs.
- 1.3 Strengthen communication efforts to enhance awareness of offerings and encourage a dialogue between the community and the Library.

### **Potential Outcomes**

1. Increased overall usage.
2. The Library functions as a community hub/center.
3. Community members have a positive perception of the Library.
4. People think of the Library as the place to go for a variety of services and resources.
5. Community members indicate they feel seen and heard through Library communications.

## **Strategic Direction 2**

### **Optimize Library Spaces for Access and Comfort**

The Library's facilities function well to provide easy access to resources and comfortable spaces for gathering, discovery, and growth.

#### **Goals**

- 2.1 Explore best uses for Library spaces to support patron and staff needs.
- 2.2 Ensure a functional and welcoming environment through proactive and thoughtful maintenance activities.

#### **Potential Outcomes**

- 1. Patrons will confidently explore the Library.
- 2. Community members indicate the Library's spaces meet their needs.
- 3. Patrons can find what they need.
- 4. Patrons indicate they feel comfortable and safe in the Library.

## **Strategic Direction 3**

### **Foster a Thriving Organizational Culture**

Library staff are at the heart of what we offer to the community. We develop our team and refine our internal culture to provide a strong organization that benefits our patrons as well as our staff.

#### **Goals**

- 3.1 Provide opportunities to develop a skilled and team-oriented workforce.
  
- 3.2 Review and refine internal policies and procedures to invest in the future of the Library.

#### **Potential Outcomes**

- 1. Patrons indicate high satisfaction with staff interactions - report excellent customer service.
- 2. Staff feel comfortable filling in for other departments as needed.
- 3. Staff feel supported and empowered.
- 4. Staff retention is high.
- 5. Staff feel valued.



# Next Steps

## Implementation and Evaluation

Now that the purpose statement and goals have been adopted by the Green Hills Public Library District Board of Trustees, the staff will develop an activity plan to guide implementation. Implementation is a continual process. The timing of certain activities will be determined by priority and influenced by various factors, such as funding and other resource allocation. Review and adjustment of the activity plan will happen on a regular basis. Evaluation of progress towards the goals will be ongoing once the plan implementation is underway. The status of activities and progress towards goals will be reported regularly to Trustees and stakeholders.

