



Jefferson County
PUBLIC LIBRARY
ALWAYS BE

2020 2025

STRATEGIC PLAN
S N A P S H O T

**The Jefferson County
Public Library
2020 – 2025 Strategic
Plan reflects our
vision, framework
and long-range goals.**

**MESSAGE FROM THE
CHAIR AND EXECUTIVE DIRECTOR**

Dear Jefferson County Public Library Community,

The following strategic plan is a result of hard work, extensive research and keen insights, as well as valuable input from our community and guidance from our Library leadership. Collectively, our wisdom has steered us in defining the five strategic priorities and eight initiatives outlined in the 2020 – 2025 strategic plan.

Our community and industry are changing, which requires a broader and longer view to strategic planning. To effectively plan and allocate resources, Jefferson County Public Library (JCPL) develops five-year capital improvement projects and ten-year investments. Integrating these budget milestones with JCPL's five-year strategic priorities will align our planning processes, provide fiscal stewardship and a shared return on stakeholder investment.

Our future is bright, and we look forward to collectively fulfilling our mission, living our values, reaching a shared vision, and delivering on our brand promise.

Sincerely,
Charles Naumer
Board Chair

Donna Walker
Executive Director

STRATEGIC FRAMEWORK

Jefferson County Public Library sets its strategy with the community in mind. The strategic framework is a structured method we use to define our initiatives and projects, which support our strategic priorities and ends statements.

MISSION

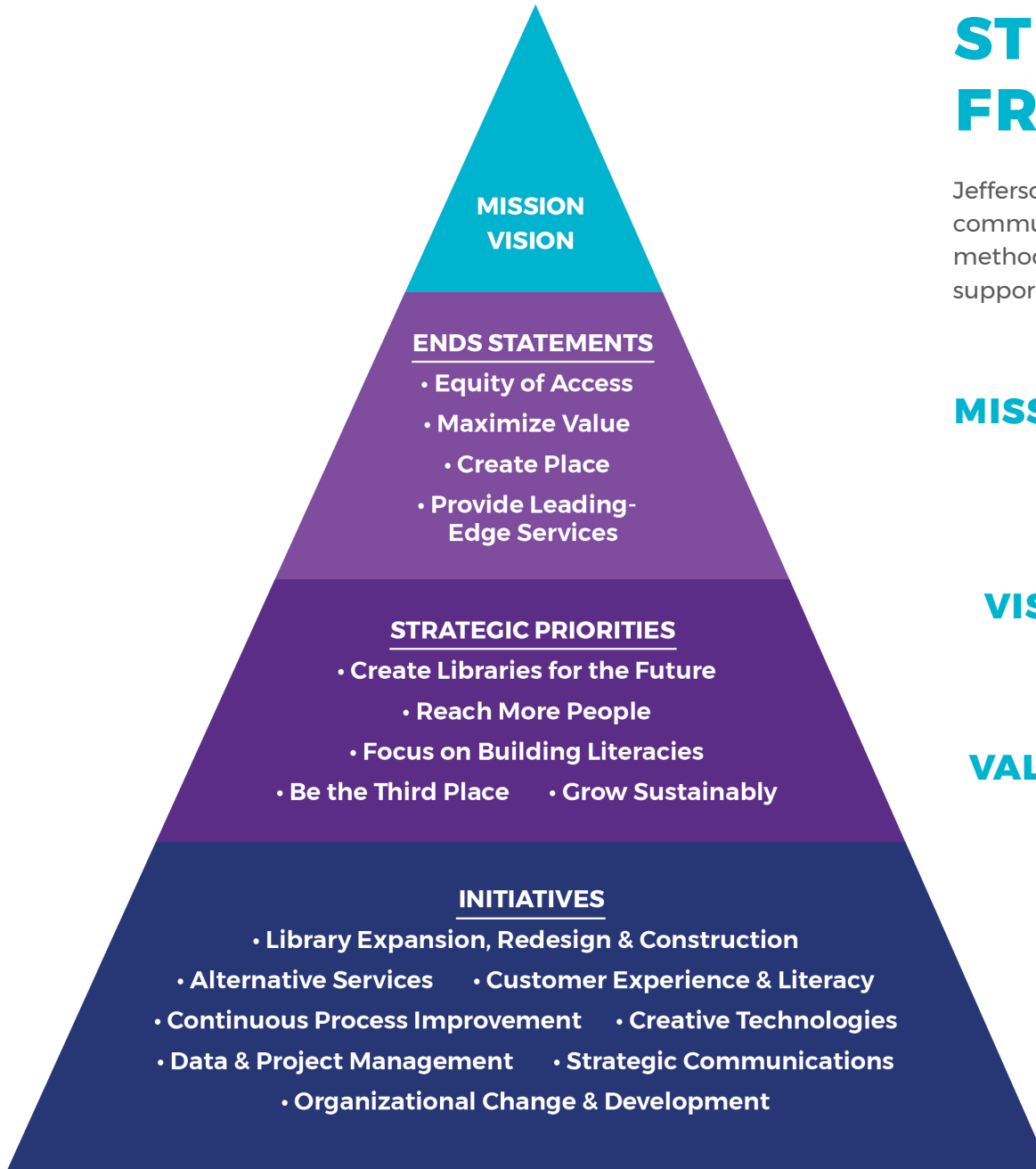
Jefferson County Public Library helps to build an educated and vibrant community by providing equal access to information and opportunities.

VISION

Jefferson County Public Library will be the essential destination where all generations connect, discover, and create.

VALUES

We serve with care; everyone is welcome here. We meet you where you are, give you our full attention, and strive to exceed your expectations. Our core values are Innovation, Accountability, and Excellence.





Our Ends Statements

The broad organizational goals established by Jefferson County Public Library's Board of Trustees that indicate expected outcomes for our community.

ENSURE EQUAL ACCESS

CREATE WELCOMING SPACES

PROVIDE LEADING-EDGE SERVICES

MAXIMIZE VALUE

Strategic Priorities

The primary objectives to be accomplished over the next five years that prepares Jefferson County Public Library for long-term changes and successes.

CREATE LIBRARIES FOR THE FUTURE

REACH MORE PEOPLE

FOCUS ON BUILDING LITERACIES

BE THE THIRD PLACE

GROW SUSTAINABLY

Initiatives

Jefferson County Public Library's high-level actions, which set the direction for our strategic plan projects.

LIBRARY EXPANSION, REDESIGN & CONSTRUCTION

ALTERNATIVE SERVICES

CUSTOMER EXPERIENCE & LITERACY

CONTINUOUS PROCESS IMPROVEMENT

CREATIVE TECHNOLOGIES

DATA & PROJECT MANAGEMENT

STRATEGIC COMMUNICATIONS

ORGANIZATIONAL CHANGE & DEVELOPMENT



SUCCESS MEASURES

Jefferson County Public Library utilizes industry measures to track progress in meeting our commitment to the public. Annually we set targets and assess our achievement in reaching measures related to collection use, visits, program attendance, active households and net promoter scores.



**We'll always be here, connecting with our patrons
and making a difference in our community.**

Connect with us at jeffcolibrary.org